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What is CRM? A Complete Guide: Definition & Benefits

Customer Relationship Management is an integral part of every business, regardless of its size and industry! The simplest definition of CRM software (Customer Relationship Management) is that CRM is a combination of technologies, strategies, and practices that companies use to collect and analyze all information related to customers, with a goal to improve service and increase sales. The current cloud-based CRM software has the most exciting approach. It provides mobility and multi-functionality, helping businesses generate sales from customer data.