How you should choose a CRM software for your business that will help you to sell without selling your soul (Plus top 3 CRM for 2022)

Sara owns a business of two-wheeler accessories. She has a lot of customers and potential customers. One of them is Jack and he needs a customized helmet. Jack customized the same more than 20 times. As Sara is using a CRM, her marketing team gets to know about Jack's wish. They sent him an automated mail that blew the lid. Jack visited Sara's shop and in the meanwhile, there are lots of attractive customized helmets waiting to match his taste. The next thing is Jack buy himself a colorful yet durable helmet!

It's just not the sales and marketing department who know about Jack's taste but every department has one shared view. Thanks to the CRM. Before Jack finds himself comfortable on the couch, he already received tips to take care of the helmet and how to wear it for a safe ride. Accordingly, he also got the notification about the slashed prices of other two-wheeler accessories straight to his mail inbox.

Along the way, Sara's CRM has helped to drop all the time-sucking manual labor, while serving the customers according to their taste. It helps her to become a power-shovel seller incorporated with actionable metrics.

Do you want to leverage the power of CRM for your organization?

Do you want to become an expert before your competitors do?

How do you choose the perfect CRM software for your business?

Alright, we got you covered.

Why do you need a CRM system for your business?

A CRM solution helps you to find new customers, win their hearts, and keep them happy by organizing the customer and prospect information. In turn, it helps you to build covalent bonds between you and your customers.

Also, it fuels the growth of your business at a faster rate. A CRM software can accumulate your customers' data from various sources and channels. It can also pull other valuable information like recent customers' activity regarding any of your products. It can also store personal details

and based on that customers will receive the personalized recommendations direct to their mail inbox.

According to [Jon Aniano, vice president of Zendesk](#), " *The whole new world of CRM is not just for the salespeople, but also for the customers and their experience*."

If you want your business to last, choosing CRM software could be the roadmap to your success. To be precise, it's a revolutionary profit-generating software. To be precise, it can give you a clear picture of your customers. You can view everything under one umbrella- a simple and customizable dashboard.

CRM software lets you dig deeper into the customers' social media activity. Based on that, you can set the goals regarding the prospects coming in. Initially, CRM software has been used by the sales and marketing tools only. But, nowadays customer service teams and other collaterals are also leveraging the benefit of the same.

For example, a customer raises a product/service-related issue on Twitter and then switched to email/telephone to resolve the same in private. A CRM system could help you to manage the same across channels without losing track. Besides, all the departments will stay on the same page and collaborate while taking action.

Choosing the CRM for your business

Opting for the right CRM solution can be intimidating. Maybe you want to choose that CRM software that is powerful to drive customer relationships. However, you need to consider the present business environment too. Additionally, factors like internal stakeholders, software infrastructure, and operational complexities also impact the CRM decision. To be precise, the CRM software you're choosing should meet your needs. Here are the factors you need to consider.

1. Handling the customers' interaction

According to an expert, " *Improving the customer experience is the goal of a CRM so that you can know what types of experience you're going to create. As every business is different, you need to have a clear understanding of sales reps, customer service, and marketing in order to cater to the best customer experience*."

Also, you need to consider the customer needs and preferences as it will influence the customer relationship directly. Customers may come to you from many different channels. It may entail filling out the website form, sending you an email, messaging on social media, etc. So, you need to have a CRM that is ready and able to handle the customer reactions accordingly.

2. Your roadblocks

What are the hindrances that stop you from providing the best experience to your customers? What is the biggest challenge you're facing? You should solve these issues while choosing a CRM platform irrespective of whether you're choosing it for the first time or as an existing user. Don't forget to take the feedback of the stakeholders- who are going to use the software every day. Besides, the marketing executives and support agents know your product/service better than anyone. Their feedback could play an instrumental role.

3. Should be simple and easy to use

While you're choosing CRM software, make sure it is simple and easier for using. Additionally, it should help you to do your job effortlessly. Being a powerful workflow engine, it can surface the customer information at the right time and to the right person.

For instance, you may learn that your customers are getting engaged with your product/service by following a particular engagement pattern. However, if somebody misses the same engagement pattern, they need some special attraction. If you use the right CRM, it could be configured to show special care. In turn, it will save your time, and effort, and last but not least your bucks.

4. Long-term vision

While choosing the CRM, make sure you're checking whether it's scalable or not. If you have any budget constraints, you can outgrow the software in the upcoming years. You should balance the current needs with your long-term vision. You know the nature of your business and based on that the CRM software you're choosing may help you to grow your business. Bear in mind, that hard work and patience play an instrumental role while choosing the right CRM.

5. Flexibility

A CRM platform should integrate with the other tools, that you depend on daily. For example, you may have an order tracking system that you want to integrate with Shopify. Here, CRM Shopify integration could play a vital role. Therefore, Your CRM solutions need to be flexible enough in order to be integrated with the existing platforms. Additionally, it would be easier to add more applications with the CRM as you will continue to expand the software ecosystem.

Top 3 CRM for 2022

Irrespective of managing or growing your business, CRM software can go above and beyond its capabilities. Based on your need and other factors, we have chosen the top 5 CRM. Here you go-

1. [Pipedrive](#)

Every organization does not need the entire team working on analyzing the customer interactions and following up the leads. The sales team takes care of the same. In that cases, sales-oriented CRM systems can do the job. On that note, Pipedrive can do the work efficiently.

Pipedrive is a sales CRM that is built work taking minimum input and producing maximum output. A pipeline is a primary interface that allows having full control while working with complex sales processes. Sales stages categorize all the deals. A statistics tool is also used for getting a personalized analysis of the sales.

Pipedrive also has the e-mail integration feature along with detailed tracking and customized template features. There is an activity type list, and you can create your own. You will get reminders for all the overdue activities and notifications for new tasks.

Pipedrive's powerful open API can be connected with the other software and the features developed for it. Importing existing data to Pipedrive and exporting the same to other software programs are possible. Consequently, visual data reports will give you deeper insights. You can now customize the reports for getting the metrics you want.

2.[29 NEXT CRM](#)

It's an all-in-one platform for catering to e-commerce platforms and direct response marketers. By providing future-proof service to the most demanding brands, it is one of the best CRM solutions. A compact CRM including unmatched customer experience and superior scalability.

29 NEXT is a responsive CRM to provide a fast and efficient solution. Be it setting up storefronts with advanced configuration or building custom themes, 29NEXT is the better solution to gain maximum results.

Do you want to see the performance metrics of your customers? With 29NEXT, you can now do it easily and efficiently. Few other features like enterprise e-commerce solutions, third-party service integrations, and e-commerce store migration have made 29NEXT unique from the other CRM solutions.

3. [Hubspot](#)

If you are running a small business, there could be a surge of potential customers over time. Handling the customers the same way is not possible then. You need a CRM solution that is easily scalable and manageable. If you are looking for the same, Hubspot could save you both time and money.

It offers an array of solutions from updated sales funnel view to automatically logging all the customer interactions. You can easily manage the scheduled appointments, and track performance. All these can be synced to Outlook and Gmail easily.

The timeline view of Hubspot makes it easy for following up with the interactions. Send personalized emails and receive actionable insights about the same. There are numerous tools in the marketing hub, that let you manage the landing pages, measure SEO-based ROI, and create email templates.

Takeaway

Did you catch the ultimate goal? It all rests on making the customer interactions more successful while improving loyalty, increasing the potential customers' lifetime value, and retaining them. A CRM is like the cheese burst on a regular pizza. It helps to put your clients at the heart of the business. The result? You'll consistently nail incredible ranking over and over again. Isn't it better than "one-shot" success?