

1. Customer Profile Management: Store and update customer information, including contact details, purchase history, and preferences.
2. Lead and Contact Management: Track potential leads and manage contact lists.
3. Sales and Order Management: Monitor sales orders, process transactions, and manage order history.
4. Marketing Automation: Create and manage marketing campaigns, email marketing, and customer segmentation.
5. Customer Support and Ticketing: Handle customer inquiries, complaints, and support requests through a ticketing system.
6. Analytics and Reporting: Generate reports and analytics to measure sales performance, customer behavior, and ROI.
7. Inventory Management: Track product availability, manage stock levels, and handle backorders.
8. Integration with E-commerce Platforms: Connect with the e-commerce website to synchronize data and transactions.
9. Customer Communication: Send automated notifications, emails, and alerts to customers.
10. Task and Calendar Management: Schedule appointments, follow-ups, and task assignments for sales and support teams.
11. Mobile Access: Provide mobile applications for on-the-go access to CRM data.
12. Social Media Integration: Monitor and engage with customers on social media platforms.
13. Data Security and Permissions: Ensure data privacy and manage user access levels.
14. Customization and Scalability: Customize the CRM to fit specific business needs and accommodate growth.
15. Third-party Integration: Integrate with other tools and services, such as payment gateways, live chat, and analytics tools.