The actors of a CRM interact with one another in various ways to ensure that the system is used effectively and efficiently. [Here are some examples of how these actors interact with one another 1](https://www.salesforce.com/resources/articles/customer-interactions-crm-smb/):

* **Salespeople** enter customer data into the system, track sales leads, and manage customer accounts. [They can also benefit from a CRM system in several ways, such as improved productivity, better customer insights, improved collaboration, improved forecasting, and improved customer service 1](https://www.salesforce.com/resources/articles/customer-interactions-crm-smb/).
* **Customer service representatives** use the CRM system to manage customer inquiries, complaints, and feedback. [They can also use the system to track customer interactions and identify areas for improvement 1](https://www.salesforce.com/resources/articles/customer-interactions-crm-smb/).
* **Marketing professionals** use the CRM system to manage marketing campaigns, track customer behavior, and identify new opportunities for growth. [They can also use the system to analyze customer data and develop targeted marketing strategies 1](https://www.salesforce.com/resources/articles/customer-interactions-crm-smb/).
* **Technical support staff** use the CRM system to manage customer issues and provide technical support. [They can also use the system to track customer interactions and identify areas for improvement 1](https://www.salesforce.com/resources/articles/customer-interactions-crm-smb/).

By providing a centralized database of customer information, CRM systems enable these actors to work together more effectively and provide better service to customers. [For example, salespeople can use customer data to identify new sales opportunities, while customer service representatives can use the same data to provide more personalized support to customers 1](https://www.salesforce.com/resources/articles/customer-interactions-crm-smb/).