CRM

Customer relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer relations and ultimately driving sales growth as much as 27%.

With CRM, the company owns the single best tool for customer success—accurate information.

Microsoft Dynamics is representing a solid option for CRM, there are many reasons to ultimately go with Dynamics. Mainly, Dynamics will save you money, will hold out for the long term, and will give you access to all the benefits that come from going with Microsoft on this one.

## Sign in to Dynamics 365:

* Select the Office 365 app launcher,
* Then select the icon for Dynamics 365

The following image shows the menu for Dynamics 365 the Sales app.

