**Why Do Businesses Need a CRM?**

According to the Economist website article published on May 6, 2017: "The world’s most valuable resource is no longer oil, but data." Today, what guarantees to sustain businesses, especially in the era of economic depression, Instability of the market competition and an increasing number of customer options, is understanding the details of the mechanisms and behaviors of customers. Therefore, understanding the nuances of each business depends solely on using appropriate tools and technologies for data gathering and analysis. One of the most important tools used in order to achieve this aim is the Customer Relationship Management software (CRM).

**Where Are the Areas of CRM Interaction?**

* Organizing services according to customer needs
* Raising the level of satisfaction in accordance with the principles of customer orientation
* Implementing the customer-centric process

**About Serendip CRM**

The Customer Relationship Management software of Serendip has been designed by a group of experienced experts in the fields of the IT, web, marketing, and branding. In the process of designing, they have relied on using technical information, finding disadvantages of the similar products and introducing efficient solutions. This software has been designed in various scales for facilitating the use of business software.

Serendip, as your business partner and a trustful companion, seeks to cooperate with you, alongside the path of boosting and flourishing your business through offering very reasonable fees, providing high-quality services and using up-to-date technologies in the field of business software.

The satisfying experience of our clients in the process of internal and external communication in their organizations, the increase in sales, and the promotion and positioning of their brands are the proofs of this claim.

**What Benefits Does Serendip CRM Offer?**

The features of Serendip CRM enable you to simply organize and develop your relationships with customers. By using Serendip CRM, segmentally store the data of your audience, turn your business leads into the customers, recognize your loyal customers, analyze their behavior, listen to their voices, record complaints, and recommendations, measure your business share from the market, offer after-sales services, and finally maximize your sales.

**Distinguishing Features of the Serendip CRM Software**

***Discover the uncharted territories of your business with us!*** You have the opportunity to use our CRM software, truly free. Among the other distinguishing features of Serendip, we could also refer to:

The ability to operate with no continuous Internet connection (Offline First)

Quick accesses through an efficient user experience (UX)

High speed of data processing

Scalability and capability of a flexible customization relating to business requirements

Cross-platform application and compatible with a variety of operating systems

High level of information security and privacy

Two-factor authentication

Integration with Third-party services

User-friendly interface and responsive design

SMS, email, and fax services with the costs of bulk services