*“If you don't understand the details of your business you are going to fail.”*

*Jeff Bezos*

*Founder and Chairman of Amazon*

*Button: FAQ (page), Why businesses need CRM?*

**Serendip, the Compass of Your Business Path**

Serendip CRM software supports you in peeping out the clear and hidden of your business. In addition to boosting sales, managing resources optimally, directing brand communication channels, organizing customer data and peer-to-peer networks, marketing, and customer service packages, discovering opportunities, addressing the weaknesses available, and any capabilities you expect from a CRM software, working experience with Serendip will be beyond your expectations!

*Button: Key advantages of Serendip CRM software*

**Organizing of Communication Channels by Serendip CRM**

The definition of the proposed values and the proper understanding of the needs and wishes of contact groups, characterize business communication channels. The efficient management of these communication channels through the CRM software enables the targeted messages to route through the path to the audience and turns leads to loyal customers of business through their optimal monitoring.

**Key Advantages of Serendip CRM Software**

A free dual-user version enjoying the same features of other versions

An exclusive email box with your company address

Use of email, SMS and fax services with fees of mass billing

A toolkit for building, testing and measuring the effectiveness of promotional campaigns

Syncing with third-party services

Feasibility of observing the history of documents' changing and editing

Working capability of Offline First approach

Real-time Monitoring of interaction with customers

*Button: Features (page)*

**Always use Serendip for free!**

In order to support the professional development of startups, self-governing offices, studios, and freelancers, our companions can, in addition to benefiting from mass billing of SMS, email and fax services, have the dual-user version of Serendip CRM, with the same features in other versions; always for free.

*Button: Pricing Page*

**Working capability of Offline First approach**

Because of its vigorous architecture of programming, Serendip CRM will always be with you through a high processing and storage speed, without suffering from the typical slow performance of other CRM software. Serendip is equipped with Progressive Web App (PWA) technology and does not need a continuous Internet connection to operate.

**Dynamic User Interface and Mobile First approach**

The responsive, user-friendly and dynamic user interface of Serendip CRM is compatible with various operating systems. Thus, do not miss the user experience of Serendip. Cross-platform application is another exceptional feature of this software.

**Customization ability to fit your business requirements**

In addition to an efficient customization provided by Serendip, due to a strong software architecture relating to its full-featured infrastructure, Serendip CRM is also a very powerful asset for data management of branches or holding companies, because the user can simultaneously access to information of multiple companies.

**Information Security and Two-factor Authentication System**

Data may be the most valuable asset your business owns and, its access should be only on your command! The most reliable authentication technology, software access security on different devices and user privacy, are among the key features of CRM Serendip software.

**Integration with Third-party Services**

Third-party services, including independent apps or plugins, can add various capabilities to the main application. Using third-party integration services, such as Telegram robots, weather conditions display and Calendar with events notification, are among the other advantages of Serendip CRM.