**Why Businesses need CRM?**

According to the Economist website, in 2017, "The most valuable global source is no longer oil but information." What guarantees sustaining of a businesses, especially in the era of financial depression, not being registered in competitive market and increasing number of options for customers, is understanding the nuances of the mechanisms and behaviors of its customers. Therefore, understanding and recognizing the nuances of each business depends solely on using appropriate tools and technologies for information gathering and analysis. One of the most important tools used in order to achieve this aim is software of Customer Relationship Management (CRM).

**Where are the areas of CMR interaction?**

* Organizing services according to customers' needs
* Raising the level of customer satisfaction in accordance with the principles of client orientedness
* Implementing customer-centric processes

**About CRM Serendip**

Customer Relationship Management software of Serendip has been designed by a team of experienced experts in the fields of the Web, IT, marketing and branding. In the process of designing, they have relied on using technical information, finding defects of the similar products and introducing practical solutions. This software has been designed in various scales for facilitating use of office software.

Serendip, as your business partner and trustee friend, seeks to cooperate with you on the path of boosting and flourishing your business through offering very competitive fees, introducing very high quality services and using up-to-date technologies in the field of software.

**What Facilities does Serendip Create?**

Using Serendip features enables you to simply organize and develop relationship with your customers. Store the information of your addresses orderly, analyze their behavior, recognize your loyal customers, listen to their voices, record their recommendations and criticisms, turn leads into your customers, measure your share from the market of your business, offer after-sales services and finally maximize your sell.

**Distinguishing Features of Serendip CRM**

Accompanying us enables you to discover uncharted territories of your business. You will have, for the first time, to use a CRM software freely. Among other features distinguishing Serendip, we can refer to: : ability to do business without the need for a continuous Internet connection (Offline First), fast access through vigorous user experience (UX), high processing speed without slowness of common office software, expandability and flexible customization capabilities with each class's features, ability to run from various platforms compatible with a variety of operating systems, high level of information security and privacy, two-factor authentication, third-party services synchronization, user friendly and responsive design, and sending SMS, email and fax services with bulk upload tariffs.