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| **Unit Code:** | ENSN201 |
| **Type of Assessment:** | Formative Assessment |
| **Length/Duration:** | One page of answer |

**Week 5**

**Questions:**

1. **What is CRM software? What are some important features of a CRM Software? Also provide the details of some popular CRM vendors.**

Ans:

CRM software is technology for managing all your company’s relationships and interactions with customers and potential customers. CRM software’s purpose is to enhance customer service relationships, help in customer retention, and ensure sales growth. CRM systems help businesses connect with customers, streamline processes, and improve profitability.

**Key Features of CRM Software:**

Customer Data Management: CRM software helps you store and organize customer data such as contact details, purchase history, preferences, and interactions with the company. This allows businesses to gain a 360-degree view of the customers.

Sales Management: CRM systems enable you to keep tabs on the entire sales process, from leads and opportunities through to closed deals. They include features that help observe sales performance and predict future performance based on customers and sales data.

Marketing Automation: Most CRM systems enable businesses to launch marketing campaigns, segment customers and personalize offers. This aids in developing customer retention strategies and improving customer engagement and ensures that you send the right message to the right customer.

Customer Service: Many CRM software tools come with customer service features so as to keep track of inquiries, complaints and feedback. It assists in enhancing customer happiness and retention through fast answers and solutions.

Analytics and Reporting: CRM systems offer advanced analytics, enabling businesses to analyze key performance indicators (KPIs) like sales, customer engagement, and retention rates. It helps in decision-making and process improvement.

Integration with Other Systems: CRM software can be integrated with other business systems, including Enterprise Resource Planning (ERP), email marketing platforms, and social media channels, to create a seamless workflow.

More than ever, mobile access: The majority of the modern CRMs available today are cloud-based so teams can manage customer relationships while on-the-go.

**Popular CRM Vendors:**

Salesforce: A major cloud-based service that provides an online CRM to manage your sales, customer service, and marketing automation efforts. Scalable and flexible by nature, they are of increasing utility.

HubSpot CRM: A free, intuitive CRM that works great for small to medium sized businesses It has various tools for sales, marketing, and customer service.

Microsoft Dynamics 365: Best for enterprises, with integration with other Microsoft products and a large collection of business management tools.

Zoho CRM: An affordable CRM option with a broad set of features, such as sales automation, marketing automation, and analytics.

Pipedrive: it is the best-selling CRMs focusing mainly on sales and pipeline management, great for small businesses and sales teams.

Oracle CRM: Comprehensive CRM tandard offering of the Oracle suite of business software, used by more extensive enterprises

**Marking Guide (Rubric):**

**Total Marks: 20**

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| **Marking Criteria** | **Lecturer Expectation** | **Marks** | **Comments** |
| Analysis | Questions answered and covered in Depth |  |  |
| Concept | Demonstrates good understanding of key concepts |  |  |
| Idea | Original and creative thoughts |  |  |
| Critical Analysis | Critical and evaluative analysis of relative importance of issues |  |  |