CRM or [Customer Relationship Management software](https://www.maximizer.com/) is a tool that empowers you and your team to have successful interactions and communication with customers, prospects, suppliers and business partners, leading to increased sales revenues, marketing return on investment and business productivity.

CRM operates at the heart of your business, using people, processes and technology to gain insight into customer and prospect behaviour, opening the door to improved customer service and new cross‐sell and upsell opportunities. It also helps streamline sales and marketing, and drives informed decision making throughout the organisation

Customer relationship management (CRM) is an approach to managing a company’s interaction with current and future customers. The CRM approach tries to analyze data about customers' history with a company, in order to better improve business relationships with customers, specifically focusing on retaining customers, in order to drive sales growth

Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth.

CRM systems are designed to compile information on customers across different channels -- or points of contact between the customer and the company -- which could include the company's website, telephone, live chat, direct mail, marketing materials and social media. CRM systems can also give customer-facing staff detailed information on customers' personal information, purchase history, buying preferences and concerns.

CRM stand for customer relationship management and was first coined in the 1990s the literal and original meaning of the expression “customer relationship management” was simply meaning the relationship between you and your customer.Today it used to describe IT systems and software designed to help you manage this relationship.like may buzzwords the term CRM has adopted by IT system vendors to fit their particular product.

Customer [relationship management](http://www.investopedia.com/terms/r/relationship-management.asp) (CRM) refers to the principles, practices and guidelines that an organization follows when interacting with its customers. From the organization's point of view, this entire relationship encompasses direct interactions with customers, such as sales and service-related processes, and [forecasting](http://terms/f/forecasting.asp) and analysis of [customer](http://terms/c/customer.asp) trends and behaviors. Ultimately, CRM serves to enhance the customer's overall experience

CRM software is designed to help businesses meet the overall goals of customer relationship management (see Webopedia's [CRM definition](http://www.webopedia.com/TERM/C/CRM.html)). Today's CRM software is highly scalable and customizable, allowing businesses to gain actionable customer insights with a back-end [analytical engine](http://www.webopedia.com/TERM/B/business_analytics.html), view business opportunities with [predictive analytics](http://www.webopedia.com/TERM/P/predictive_analytics.html), streamline operations and personalize customer service based on the customer's known history and prior interactions with your business

CRM:With the growth of the Internet and related technologies, customers are concerned over the privacy and safety of their personal information. Therefore, businesses need to ensure the storage and analysis of their customer data has the highest levels of protection against cyber criminals, [identity theft](http://terms/i/identitytheft.asp) and other breaches of security

Customer Relationship Management or CRM is a software which helps in managing your brand's engagement with your current and future customers.

CRM software allows you to build, organise and present database of your customer information which you and your team can update as and when new information is discovered. It's a central repository of all your customer and prospect data which enables your team to be organised and more productive. It also facilitates better collaboration among teams and gives management deeper insights into individual performance and overall business growth.