

globalia

Best CRM Platforms 2023: Comparisons and reviews



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Introduction

Choosing a CRM, where to start?

First of all, let's define what a CRM is. A CRM, or **Customer Relationship Management**, is a tool that helps collect, track and measure the relationship you have with your customers and prospects, facilitating your daily operations. This investment allows you to improve your business relationships and to grow your company.

Your choice of CRM tool should be based on the one that best suits your business needs and meets your real business objectives.

Do yourself a favor and implement a CRM in your company, you will benefit from...

Centralize the recording of your data

A good CRM provides a complete and accurate record of all prospect interaction history, accessible with a single click. Your users can use it to view their sales pipeline and know where they are compared to their goals.

Improve communication

With a CRM, your users can immediately access the interactions and actions taken with a prospect and decide on the next step. They don't have to contact their colleagues to get the history or context, because all the necessary information is already stored in the platform.

Facilitate the work of users

With CRMs that standardize data entry, users can easily combine and analyze them. Once the recording of activities is standardized, the risk of errors is reduced and all relevant information is accessible and recorded in a logical way for the entire sales team.

However, finding the right CRM for you and your business can be quite a complex task and should be taken seriously. The information in this guide is based on the knowledge and experience of our experts and our research. In addition, it offers several tips and reviews to help you make an informed decision by comparing the different options available to you. The CRMs presented below are the most popular and/or most appreciated by customers.

Comparative Charts of CRMs

General Features

	HubSpot	Salesforce	Zoho	Pipedrive	Dynamics 365 Sales CRM	MailChimp
Business type	Start-up to large businesses	Large businesses	Small to medium-sized businesses	Start-up to medium-sized businesses	Medium to large businesses	Small to medium-sized businesses
Ease of use	Excellent	Good	Very good	Excellent	Good	Excellent
Ease of installation	Excellent	Good	Good	Excellent	Good	Excellent
Ease of administration	Excellent	Good	Very good	Excellent	Good	Excellent
Quality of support	Excellent	Good	Good	Very good	Good	Very good
Platform customization	Very good	Excellent	Very good	Very good	Excellent	Good
Workflow capability	Excellent	Excellent	Very good	Good	Good	Very good
User, role and access management	Excellent	Excellent	Good	Excellent	Good	Good
Internationalization	Excellent	Excellent	Good	Very good	Very good	Very good
Test environments / Sandbox	Very good	Excellent	Good	Very good	Very good	Not enough data available
Document and content management	Excellent	Excellent	Very good	Very good	Very good	Good
Integrated Project Management	Good	Good	Very good	Good	Excellent	Good
Data management and hygiene	Very good	Very good	Good	Good	Very good	Good
Performance and reliability	Excellent	Excellent	Very good	Excellent	Good	Very good
Data import and export tools	Excellent	Excellent	Very good	Very good	Good	Good
Integration APIs	Excellent	Excellent	Good	Very good	Good	Good
Breadth of partner applications	Very good	Excellent	Good	Very good	Good	Very good
Data security	Excellent	Excellent	Very good	Very good	Excellent	Excellent
Compliance with legal requirement	Excellent	Very good	Good	Good	Very good	Excellent

Legend:

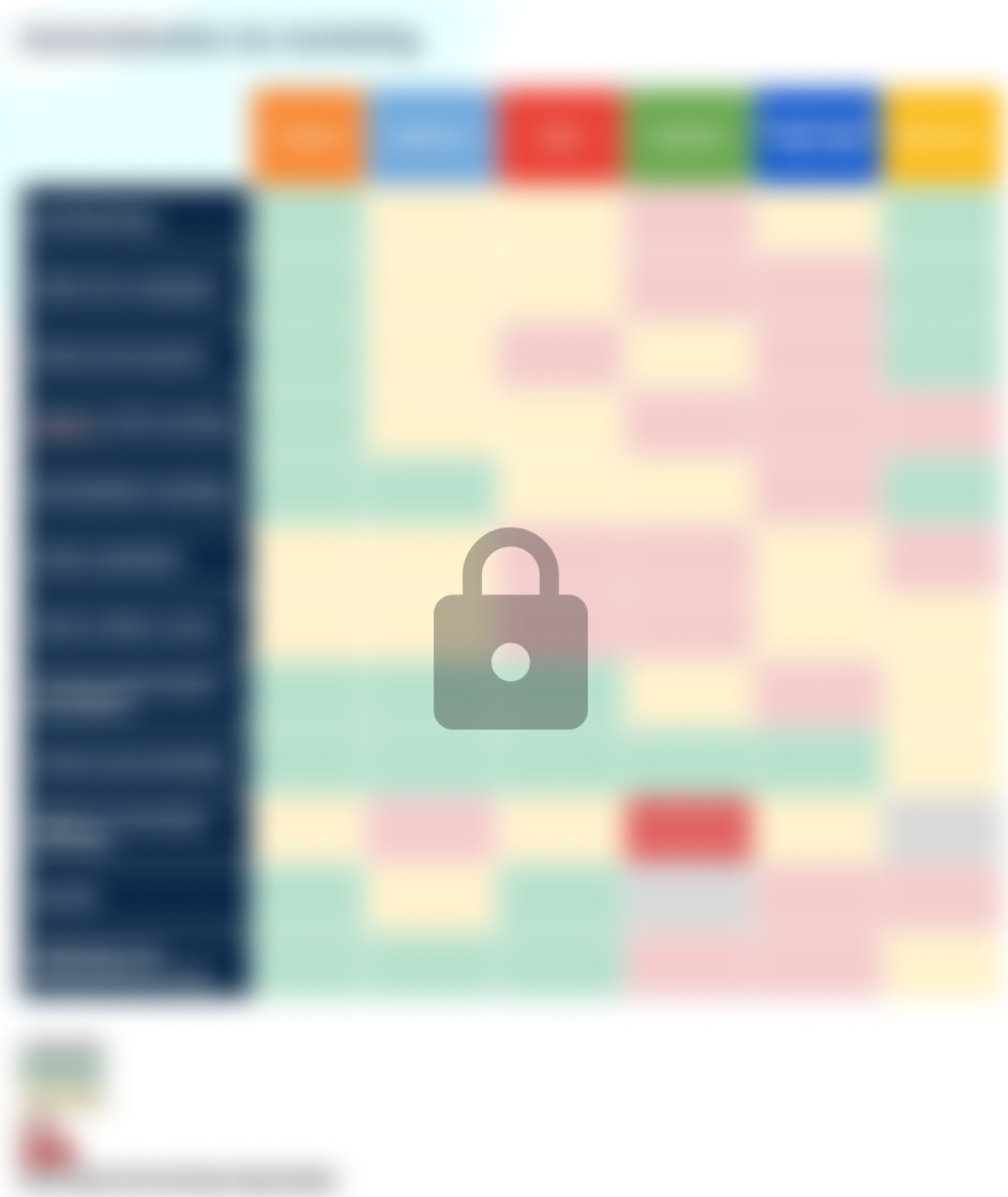
Excellent

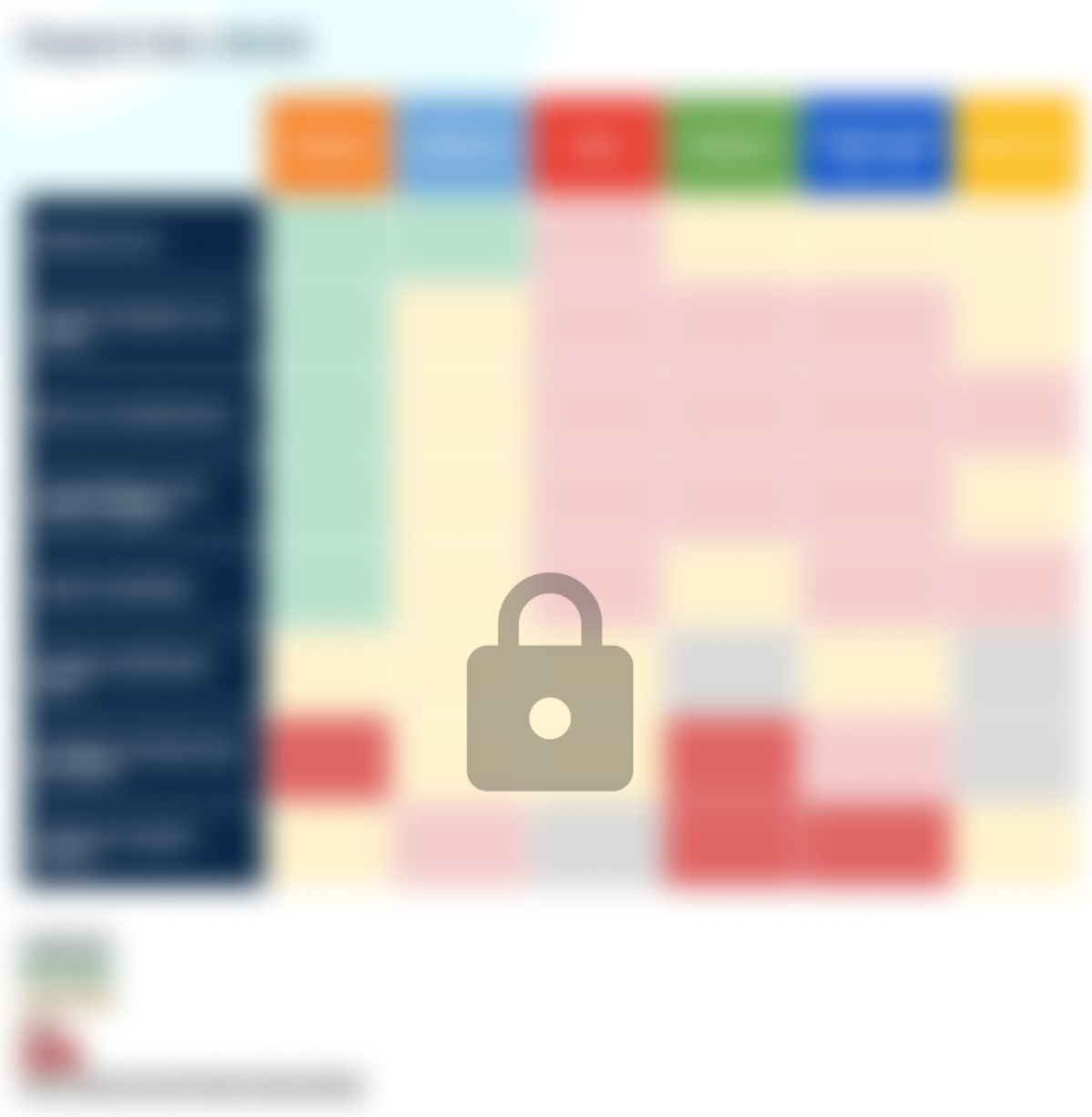
Very good

Good

Poor


Not enough data available





Business
Development

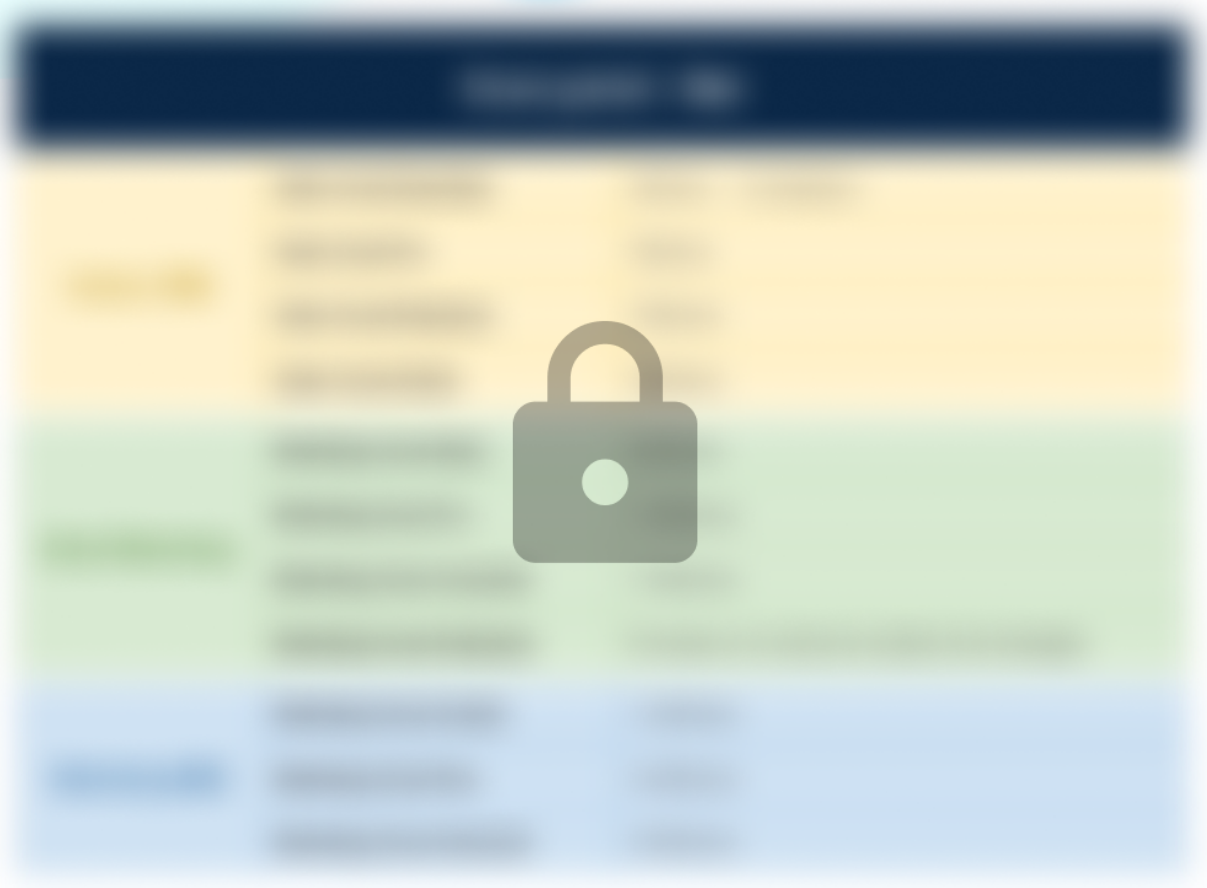
HubSpot



Marketing	
Website	...
Blog	...
Social Media	...
Email Marketing	...
SEO	...

Sales	
CRM	...
Lead Management	...
Reporting	...

Service	
Helpdesk	...
Knowledge Base	...
Feedback	...







Year	Country	Value
2010	USA	1.2
2011	USA	1.3
2012	USA	1.4
2013	USA	1.5
2014	USA	1.6

Algorithm

Year	Country	Value
2010	USA	1.2
2011	USA	1.3
2012	USA	1.4
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2010	USA	1.2
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REPORTES DEL GOBIERNO SOBRE LOS CIEN

INDICADORES

El gobierno ha publicado los resultados de los indicadores de los Objetivos de Desarrollo Sostenible (ODS) para el año 2020. Los datos muestran un progreso significativo en varios aspectos, especialmente en el área de la educación y la salud. Sin embargo, se han identificado desafíos importantes en el sector económico y el medio ambiente.

Los datos se detallan en el informe adjunto.

INDICADOR

El indicador de igualdad de género (ODS 5) muestra una mejora en la participación de las mujeres en la fuerza laboral. Sin embargo, persisten las brechas de equidad salarial y en el acceso a servicios básicos. Se han implementado políticas para promover la igualdad de oportunidades.



Los datos se detallan en el informe adjunto.

INDICADOR

El indicador de acción climática (ODS 13) muestra un aumento en las inversiones en energías renovables. Sin embargo, se necesitan más esfuerzos para reducir las emisiones de gases de efecto invernadero y fortalecer la resiliencia de las comunidades vulnerables.

Los datos se detallan en el informe adjunto.



Introduction

The purpose of this document is to provide a comprehensive overview of the project's objectives, scope, and timeline. It is intended for all stakeholders involved in the project, including team members, management, and external partners.

Objectives

The primary objective of this project is to develop a robust and scalable solution that addresses the current challenges faced by the organization. Key goals include:

- Enhancing operational efficiency and reducing costs.
- Improving customer satisfaction and retention.
- Ensuring data security and compliance with industry regulations.



Secondary objectives focus on ensuring the project is completed on time and within budget, while maintaining high quality and transparency throughout the process.

The project will be managed using a structured approach, with regular communication and reporting to all stakeholders. The timeline is as follows:

The project is expected to be completed by the end of the fiscal year. Any changes to the scope or timeline will be communicated promptly to all stakeholders.

For more information, please contact the project manager at [email address].

Conclusion