

2023 EDITION

TOP 40 CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE REPORT

Comparison of the Leading CRM Software Vendors

Overview of CRM Software Solutions

Customer Relationship Management (CRM) simplifies company-client relations by providing a centralized repository for collecting information on prospective customers and established clientele. The ideal CRM system synchronizes your various marketing efforts and optimizes your marketing efforts by automating customer communications. Business owners should consider a CRM platform if they find it difficult to maintain regular interactions with clients or lack a comprehensive system for communicating with customers. A company might also find value in transitioning to a new CRM solution if they find an existing ad-hoc platform like a spreadsheet to be time-consuming or inadequate for their existing needs.

The best CRM platforms will enhance client interactions through a number of tools designed to fit your company size and needs. Look for a flexible solution that automates key client transactions and interactions, improves your customer support services and efficiently manages your marketing campaigns. For more information about the variations of CRM solutions available, check out Business-Software.com's range of CRM vendor reports, all of which are available on our Exclusive Reports page.

Read on to browse the leading CRM systems and discover which ones will be the best fit for your company in our Top 40 CRM Software Comparison report.

Features & Deployment Key



Data importing



Mobile accessible



Analytics



Email marketing



Email integrations



Multichannel support



SaaS platform



On-premise platform




























SaaS and on-premise

About Business-Software.com

Business-Software.com is your go-to source for business software reviews, expert advice, in-depth articles and product white papers to meet all of your software needs. We're the most comprehensive online resource for buyers and vendors, catering to more than 300,000 members who trust us to connect them with the right software.





We offer exclusive comparison reports for 80+ business software segments, enabling you to efficiently research and review highly rated software products. Download our free reports to discover top business solutions for Accounting, CRM, ERP, CMS, Manufacturing, HR and more.

Top 40 CRM Software Comparison

Salesforce Sales Cloud	NetSuite CRM+	C2CRM	Infor CRM	Sage CRM
				
Ideal for: Businesses looking for a platform that provides forecasting, analytics and real-time updates.	Ideal for: Companies seeking a solution with integrated order management.	Ideal for: Businesses that want a solution with advanced marketing and relationship management functionality.	Ideal for: Any size company looking for a software solution with advanced customization capability.	Ideal for: Smaller companies that would benefit from Outlook and Exchange integration.
Business size 	Business size 	Business size 	Business size 	Business size 
				
Key Features 	Key Features 	Key Features 	Key Features 	Key Features 
Additional Features <ul style="list-style-type: none"> • Manage and track campaigns across multiple channels • Securely share files • Email and calendars • Real-time updates on contacts and account 	Additional Features <ul style="list-style-type: none"> • Competitor tracking • Real-time sales forecasting • Quote and order management • Commissions management 	Additional Features <ul style="list-style-type: none"> • Sales management includes all areas under relationships • Sales force automation • Customer service tracks post-sales activities • Imports text files 	Additional Features <ul style="list-style-type: none"> • Standard open APIs & integration options • Seamless integration with back office systems • Advanced customization capabilities 	Additional Features <ul style="list-style-type: none"> • Relationship management graphs • Customizable graphical workflow • Create accurate quotes • Quickly execute marketing campaigns
Select Customers NBCUniversal, Siemens, Dr. Pepper Snapple, HP	Select Customers AMPRO, Oakland Athletics, Document Sciences	Select Customers Verizon Wireless, Dean Foods, Wakefield Thermal Solutions Inc	Select Customers Amica Life Insurance, Uni-First, Meridian Bioscience	Select Customers Panasonic, Armstrong, Caber Sure Fit, NYSE
Deployment 	Deployment 	Deployment 	Deployment 	Deployment 





















Interested in learning more? Please [click here](#) to request additional information.

Top 40 CRM Software Comparison

Creatio	HubSpot CRM	Insightly	monday.com	Zendesk Sell
<p>Ideal for: Businesses who want to automate workflows and CRM with no-code.</p>	<p>Ideal for: Companies of any size that need a solution with deep marketing integration.</p>	<p>Ideal for: Any size organization that wants a platform with API capability and social CRM functionality.</p>	<p>Ideal for: Cross-functional teams, small to large, across all industries.</p>	<p>Ideal for: Companies that are looking for a solution to increase real-time sales visibility.</p>
<p>Business size</p> 	<p>Business size</p> 	<p>Business size</p> 	<p>Business size</p> 	<p>Business size</p> 
<p>\$\$</p>	<p>\$</p>	<p>\$\$</p>	<p>\$\$</p>	<p>\$\$\$\$</p>
<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> • Opportunity and pipeline management • Orders and invoices • Field sales management • Sales forecasting • Project management • Service catalog <p>Select Customers</p> <p>Heineken, Bayer, Allianz, Heinz, Pelco by Schneider Electric</p> <p>Deployment</p> 	<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> • Drag-and-drop communicator • Social media integration • Email templates, tracking and scheduling • Personalizable views and filtering <p>Select Customers</p> <p>Care.com, PennyMac, PhaseWare, ShoreTel, WeDo Technologies</p> <p>Deployment</p> 	<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> • Task and calendar management • Contact management • Opportunity reports to manage key sales metrics • Project management <p>Select Customers</p> <p>NY State Assembly, Reddit, Centercode, YepRoc Records</p> <p>Deployment</p> 	<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> • 360-degree feedback • 200+ starter templates • Apps marketplace • Collaborative real-time whiteboard • Customizable work forms <p>Select Customers</p> <p></p> <p>Deployment</p> 	<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> • Real-time visibility into your sales pipeline • Automatically track and share your email communications • Base Document Repository access <p>Select Customers</p> <p>Barnes & Noble, Expensify, Wayfair, Sartorius</p> <p>Deployment</p> 

Interested in learning more? Please [click here](#) to request additional information.

Top 40 CRM Software Comparison

<p>Commence CRM</p> 	<p>ClaritySoft</p> 	<p>SAP Cloud for Sales</p> 	<p>Microsoft Dynamics CRM</p> 	<p>SalesNexus</p> 
<p>Ideal for: Companies that want a platform with contact and project management functionality.</p>	<p>Ideal for: Small businesses that would benefit from software equipped with free lifetime support.</p>	<p>Ideal for: Enterprises seeking a platform with ecommerce functionality and loyalty management features.</p>	<p>Ideal for: Companies in need of a CRM solution with contract management capability.</p>	<p>Ideal for: Companies and organizations that want a platform with a robust API integrated solution.</p>
<p>Business size</p> 	<p>Business size</p> 	<p>Business size</p> 	<p>Business size</p> 	<p>Business size</p> 
<p>\$\$</p>	<p>\$\$</p>	<p>\$\$\$</p>	<p>\$\$\$\$</p>	<p>\$\$</p>
<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> E-mail integration Lead Scoring Pipeline Management Forecast & Reporting Custom Reporting Analytical Reporting Marketing Campaigns <p>Select Customers</p> <p>Weight Watchers, NRA, Maryland General Assembly</p> <p>Deployment</p> 	<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> Seamless integration with MS Outlook, Gmail and QuickBooks Data is maintained within any private database <p>Select Customers</p> <p>Berkshire Hathaway, Ovation Brands, Clareon</p> <p>Deployment</p> 	<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> Marketing resource and brand management Campaign management Segmentation and list management Real-time offer management <p>Select Customers</p> <p>Bentley Systems, BOA Group, Proseed, Rieber</p> <p>Deployment</p> 	<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> Audit changes to business data Role-based access Measure performance of organizations, business units, teams and individuals <p>Select Customers</p> <p>Delta Air Lines, Hitachi Solutions America, ING Bank, Pandora, PGA Tour</p> <p>Deployment</p> 	<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> Capture leads from your website Marketing automation Click-to-call using RingCentral or 3CX CRM and email marketing in one system <p>Select Customers</p> <p>Better Business Bureau, Community Coffee, LoanDepot</p> <p>Deployment</p> 





















Interested in learning more? Please [click here](#) to request additional information.

Top 40 CRM Software Comparison

Prophet CRM	GoldMine CRM	Maximizer CRM	Keap	Act! Premium
Ideal for: Any size company looking for a platform with advanced user permissions.	Ideal for: Companies seeking a CRM solution they can 'Own'.	Ideal for: Companies needing a personalized platform that can be easily set up to fit their workflow.	Ideal for: Small businesses that are in need of software that provides customer segmentation features.	Ideal for: Organizations that are seeking solutions with easy-to-use marketing tools.
Business size 	Business size 	Business size 	Business size 	Business size
Key Features 	Key Features 	Key Features 	Key Features 	Key Features
Additional Features <ul style="list-style-type: none"> Centralize contact management Sales opportunity tracking Prophet SyncAcross and DupeDetector 	Additional Features <ul style="list-style-type: none"> Automated processes for workflow Real-time dashboards Integrates with QuickBooks and Constat Contact 	Additional Features <ul style="list-style-type: none"> Account and contact management Sales force automation Role-based access Integration with Microsoft Office & Outlook Business Intelligence 	Additional Features <ul style="list-style-type: none"> Lead qualification and distribution Sales and conversion reports Opportunity and pipeline management Web forms 	Additional Features <ul style="list-style-type: none"> Team calendar view Create, send and track campaigns Easy-to-use marketing tools Ability to design email templates
Select Customers AT&T, Century 21, Cisco, Dell, Fujitsu, Gateway	Select Customers Air Animal Pet Movers, TE Financial, Electrolab, WW Cannon, Wells Fargo	Select Customers Rolex, Radisson, Nestle, BBC, Siemens, Raymond James, Hollis Wealth	Select Customers Hear and Play, Just A Minute LLC, Trainz.com	Select Customers American Health Insurance, Amerifund, Buelow Financial Group
Deployment 	Deployment 	Deployment 	Deployment 	Deployment





















Interested in learning more? Please [click here](#) to request additional information.

Top 40 CRM Software Comparison

InfoFlo	Pipedrive	CampaignerCRM	Thryv	OnContact CRM 7
				
Ideal for: Small to mid-size companies that want a platform with social media integration.	Ideal for: Small sized businesses in need of a software solution with automatic email integration.	Ideal for: Organizations that want a platform that targets specific customers and has advanced reporting.	Ideal for: Small businesses that want to save time on admin and get back to the things they love.	Ideal for: Businesses that are seeking a software that has Microsoft Outlook integration capability.
Business size 	Business size 	Business size 	Business size 	Business size 
\$	\$	\$\$	\$\$	\$\$
Key Features 	Key Features 	Key Features 	Key Features 	Key Features 
Additional Features <ul style="list-style-type: none"> Relationship management Collaboration and sharing tools Leads and opportunities management 	Additional Features <ul style="list-style-type: none"> Intuitive pipeline view Reporting filters Automatic follow-up functionality Track reasons for winning/losing a sale Role-based permissions 	Additional Features <ul style="list-style-type: none"> Smart email builder Customize entire email Automatically formats content Resize and edit images Tracking and results 	Additional Features <ul style="list-style-type: none"> CRM Marketing Automation Calendar & Online Appointment Bookings Quotes & Invoices Custom-Designed Website Included 24/7 Customer Support 	Additional Features <ul style="list-style-type: none"> Improve sales efficiency Marketing automation Streamline customer service Links to social networks Powerful analytics
Select Customers Alliant Capital LLC, FHD Inc, Pinpoint Profiles LLC	Select Customers The Brigade Inc, Subledger, Iterable	Select Customers John Hancock Financial, Northpak Container, Aethon, MSA	Select Customers Unicorn Air & Heat, Breakwater Kitchens, Hair by Sierra, Allegro Entertainment	Select Customers Prudential, Protective, CBC, Carfax, Biotek
Deployment 	Deployment 	Deployment 	Deployment 	Deployment 








Interested in learning more? Please [click here](#) to request additional information.

Top 40 CRM Software Comparison

<p>Oracle CRM On Demand</p> 	<p>BlueCamroo</p> 	<p>LeadMaster</p> 	<p>Pipeliner CRM</p> 	<p>Nutshell</p> 
<p>Ideal for: Companies of any size that are seeking a solution with price management capabilities.</p>	<p>Ideal for: Small to mid-size organizations seeking tools to increase customer relations.</p>	<p>Ideal for: Companies with on-the-go teams that benefit from mobile CRM features.</p>	<p>Ideal for: Organizations that need a solution that integrates with Dropbox, MailChimp, Marketo and more.</p>	<p>Ideal for: Outbound sales teams that need contact and lead management in an easy-to-use package.</p>
<p>Business size</p> 	<p>Business size</p> 	<p>Business size</p> 	<p>Business size</p> 	<p>Business size</p> 
<p>\$\$\$\$</p>	<p>\$\$</p>	<p>\$\$</p>	<p>\$\$\$</p>	<p>\$\$</p>
<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> • Agreement management • Audit trail • Billing management • Call center optimization • Credit management • Customer acquisition <p>Select Customers</p> <p>Alphawest, Equifax, NKK Switches, Verigy</p> <p>Deployment</p> 	<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> • Customer and account data • Management tools • Mobile support • Community building • Customer satisfaction measurement <p>Select Customers</p> <p>Contact vendor for case studies</p> <p>Deployment</p> 	<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> • Email and drip marketing • Lead nurturing • Market segmentation • ROI analysis • Analytics and forecasting <p>Select Customers</p> <p>BIO-key International, Channel Tools, Nebraska Christian College</p> <p>Deployment</p> 	<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> • Lead generation and management • Opportunity tracking • Calendar integrates with Google and Outlook calendars <p>Select Customers</p> <p>Hunt Big Sales, Tensator, Quest RMG, Juniper Systems, Tiger Coatings</p> <p>Deployment</p> 	<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> • Team collaboration tools • Email and mobile notifications • Real-time event feed and detailed reports • Track leads and sales <p>Select Customers</p> <p>Human Element, Silverbull, Caffe Umbria, Bloomerang, SkySpecs</p> <p>Deployment</p> 














Interested in learning more? Please [click here](#) to request additional information.

Top 40 CRM Software Comparison

<p>Aptean Pivotal CRM</p> 	<p>TeamSupport, LLC</p> 	<p>WORK[etc]</p> 	<p>Soffront CRM</p> 	<p>SugarCRM</p> 
<p>Ideal for: Organizations that are looking for a platform to integrate with back-office and enterprise systems.</p>	<p>Ideal for: Tech-enabled B2B computer hardware/ software, infotech, and telecom companies.</p>	<p>Ideal for: Small to mid-sized companies in search of a platform with an open API that captures sales leads.</p>	<p>Ideal for: Enabling companies to utilize advanced features without requiring script- or code-writing experience.</p>	<p>Ideal for: Any size company in need of a software solution that forecasts and tracks sales trends.</p>
<p>Business size</p> 	<p>Business size</p> 	<p>Business size</p> 	<p>Business size</p> 	<p>Business size</p> 
<p>\$\$\$\$</p>	<p>\$\$</p>	<p>\$\$\$</p>	<p>\$\$\$</p>	<p>\$\$\$</p>
<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> • Leverages metadata-driven architecture • Access to a library of industry applications • Stores relevant information in a single database <p>Select Customers</p> <p>Canon, SunTrust, Verizon Wireless, VMWare, TD Bank</p> <p>Deployment</p> 	<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> • Built for B2B • Omnichannel Support • Native Integrations • Customer Distress Index® • In-line image/video <p>Select Customers</p> <p>NBA, Comcast, Teladoc Fuji Film, American Lung Assoc.</p> <p>Deployment</p> 	<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> • Email marketing campaigns • Customer lifecycle management • Lead management and sales pipeline • Contact management <p>Select Customers</p> <p>Contact vendor for case studies</p> <p>Deployment</p> 	<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> • Marketing automation • Employee support • Back-office support • Project management and defect tracking • Sales automation <p>Select Customers</p> <p>Boeing, Genzyme, Minnesota Secretary of State, SAIC</p> <p>Deployment</p> 	<p>Key Features</p>  <p>Additional Features</p> <ul style="list-style-type: none"> • Campaign wizard • Email marketing • Web-to-lead forms • Lead management • Case management • Inbound email • Knowledge base <p>Select Customers</p> <p>Avis, H&R Block, AXA, Coca-Cola Enterprise, BDO Seidman</p> <p>Deployment</p> 

















Interested in learning more? Please [click here](#) to request additional information.

Top 40 CRM Software Comparison

PipelineDeals CRM	Salpo CRM	Workbooks CRM	Zoho CRM	Nimble
				
Ideal for: Any size company seeking a solution that has a set of collaboration tools with data filtering.	Ideal for: Businesses needing a customizable platform with third party integrations and an open API.	Ideal for: Small to midsize companies looking for a sales force and marketing automation platform.	Ideal for: Organizations that are in need of a platform that's equipped with permission-based security.	Ideal for: Companies of any size wanting a platform that aims to unify all disparate data.
Business size 	Business size 	Business size 	Business size 	Business size 
				
Key Features 	Key Features 	Key Features 	Key Features 	Key Features 
Additional Features <ul style="list-style-type: none"> Real-time deal status updates Deal management Contact and lead management Customizable activity tracking 	Additional Features <ul style="list-style-type: none"> Sales pipeline and targets Business Rules Inventory management GDPR compliance Office 365 and G-Suite 	Additional Features <ul style="list-style-type: none"> Sales order and supplier management Easy integrations and an open API ISO27001-certified UK datacenters 	Additional Features <ul style="list-style-type: none"> Auto-assign leads with custom rules Centralizes accounts, related contacts, and opportunities Follow up on sales activities 	Additional Features <ul style="list-style-type: none"> Contact management Unified communications Activity management Social media monitoring Sales and marketing Third-party integrations
Select Customers The Shearwater Group Inc, Concentra, Cloops, Group ISO	Select Customers The Growth Hub, SBS Insurance, NHS, University of Liverpool	Select Customers Rotary Corporation, Atlantic Data Security	Select Customers Affordable Housing Alliance, JetHub, MicroLOGIX, T3 Direct	Select Customers Skyline Boston, Socialink, Viwo Inc
Deployment   	Deployment   	Deployment   	Deployment   	Deployment   

Interested in learning more? Please [click here](#) to request additional information.

Best CRM Ranked By Category

Category	 Winners	Runner Up
Best Small Business	Claritysoft 	Zoho CRM 
Best Medium Business	Creatio 	Sage CRM 
Best Large Enterprise	Salesforce 	HubSpot CRM 
Best Marketing Automation	Keap 	Workbooks CRM 
Best Customer Service	Freshdesk 	TeamSupport 
Best Sales Force Automation	Salesforce 	Sugar CRM 
Best Open Source CRM	Hubspot 	Freshsales 
Best Cloud/SaaS	Salesforce 	NetSuite 