

20 SUMMER 18 CUSTOMER SUCCESS REPORT

CUSTOMER RELATIONSHIP MANAGEMENT
SOFTWARE CATEGORY



featured
customers

CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE OVERVIEW

Customer relationship management (CRM) is the key to driving sales growth as well as focusing on customer retention. The CRM approach may come in many different forms from a range of communication channels such as email, phone calls, marketing materials, live chats, and even social media. This approach can allow businesses to find their target audience and cater to that audience.

While CRM systems are most commonly implemented by sales departments, companies that do implement a CRM software or system can better serve their customers on a day to day basis. Benefits to the CRM approach include the improvement of customer service and personalized service, increased responsiveness to customers' needs as well as customer segmentation allowing for the customization of marketing. Time can also be saved by being able to interact with customers more frequently along with connecting customers on a single platform.





CUSTOMER SUCCESS SCORING METHODOLOGY

The FeaturedCustomers.com Customer Success score is based on data from our customer success content platform, social presence, as well as additional data aggregated from online sources and social media properties. Our ranking engine applies an algorithm to all of the data collected to calculate the overall Customer Success score. The overall Customer Success score is a weighted average based on 3 parts:

Content Score is affected by the following:

1. # of vendor generated customer success content pieces (case studies, success stories, testimonials, and customer videos)
2. Content quality score generated from all customer success content
3. % Change in Content over past 6 months
4. Number of employees (based on social media and public resources)

Social Score is affected by the following:

1. # of LinkedIn followers
2. # of Twitter followers
3. # of Facebook likes
4. Number of employees (based on social media and public sources)
5. Engagement across all platforms

Company Score is affected by the following:

1. Number of employees (based on social media and public resources)
2. Vendor momentum based on web traffic and search trends
3. Employee satisfaction and engagement (based on social network ratings)
4. % traffic increase to your Customer References
5. Lower Funnel SEO Key Term Rankings

CUSTOMER SUCCESS AWARDS



Market Leader (90 - 100)

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



Top Performer (81 - 89)

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Leader.



Rising Star (75 - 80)

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

ALL VENDORS



PROSPERWORKS





ABOUT BULLHORN

Bullhorn creates cloud-based software solutions that help recruiters put the world to work. As the global market leader in staffing and recruiting software, their innovations power the operations of fast-growing start-ups up through the world's largest staffing brands. Headquartered in Boston, with offices in St. Louis, Richmond, Vancouver, London, and Sydney, Bullhorn's applicant tracking system, recruitment CRM, back office, and social recruiting products serve more than 10,000 clients representing nearly 350,000 users across 150 countries.

TRUSTED BY:



"As a growing, highly specialized recruiting agency, we understand what success looks like— for us, that success involved Bullhorn."

Selma Avdic
Sales Operations Manager, GLOTEL

"S Release doesn't overcomplicate things. All tabs are connected. It's automatically documenting activity and driving efficiencies for you."

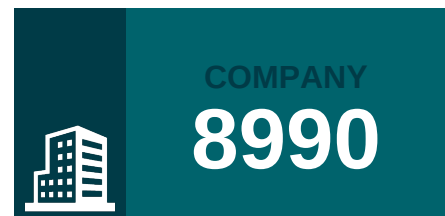
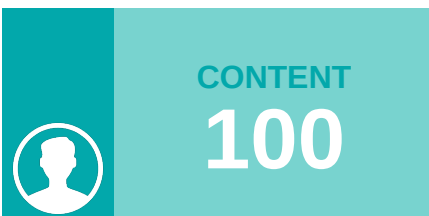
Daniel Guelzo
Director of Talent Development, Optomi, LLC

"Getting started with VMS Access was an excellent experience. We have found a technology partner that is responsive to our needs."

Todd M. Baker
Managing Director, Finance & Operations, Hired by Matrix

"S Release looks and feels more modern than MaxHire. When we think about our recruiters and their learning curve, there's just no comparing. The thing about Bullhorn is that it's Internet-based and it feels as intuitive as the Internet does. Various recruiters have used many different recruiting systems, but everyone has used the Internet. With S...

Jason Chagnon
President and CEO, Masiello



[READ ALL 95 CUSTOMER SUCCESS REVIEWS FROM BULLHORN USERS](#)



ABOUT SUGARCRM

SugarCRM enables businesses to create extraordinary customer relationships with the most empowering, adaptable and affordable customer relationship management (CRM) solution on the market. Unlike traditional CRM solutions that focus primarily on management and reporting, Sugar empowers the individual, coordinating the actions of customer-facing employees and equipping them with the right information at the right time to transform the customer experience.

TRUSTED BY:



"Sugar's modular nature and ease of customization make it ideal to integrate with other business and academic software."

Shaya Phillips
IT Associate Vice President, Fordham University

"When we went live with the Men's Wearhouse call center in 2007, we went live with Sugar. Sugar provides a common platform for several groups to effectively interact as they turn leads into customers."

Scott Stagner
IT Program Manager, Men's Wearhouse

"Commercially, Sugar worked well for us: we liked the product fit for our customer, and we were able to work with SugarCRM on our needs as an OEM. We're quite proud of the fact that we are working with Sugar – we like what you are doing with the brand – and we see a brilliant future in working together."

Greg Dennick
Head of aCloud Operations, Access Group

"SugarCRM have been completely committed to ensuring that our deployment of Sugar is a success. They have proved themselves to be an excellent choice of supplier, and we have established a great working relationship."

Alison Clack
Programme Manager, Mazars



[READ ALL 193 CUSTOMER SUCCESS REVIEWS FROM SUGARCRM USERS](#)





ABOUT SALESFORCE

Salesforce is powering innovation in sales, service, marketing, community, analytics, apps, and more. Salesforce also put aside 1% of their equity, 1% of their employee's time, and 1% of their product, and formed the Salesforce Foundation. These two key decisions have fueled their incredible growth, made them the global leader in CRM, defined the era of cloud computing, and inspired a new philanthropic model for all to follow. Thanks to their dedicated employees, partners, and the customers they serve, their industry leading customer platform has become the world's leading enterprise cloud ecosystem. Industries and companies of all sizes can connect to their customers in a whole new way using the latest innovations in mobile, social, and cloud technology to connect with their customers like never before.

TRUSTED BY:



"We are a people business. If I can use social, mobile tools to help link our people inside the company and provide a better experience to our customers, you know that's an advantage that our competitors will have a hard time mimicking."

Steve Ellis
EVP, Wells Fargo Bank

"Salesforce is a platform for all of our Global Corporate Payments employees to communicate, react in real time, and solve customer problems."

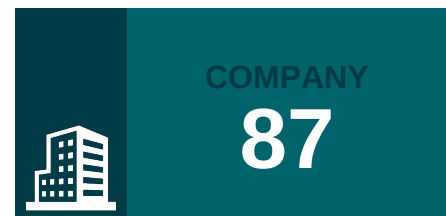
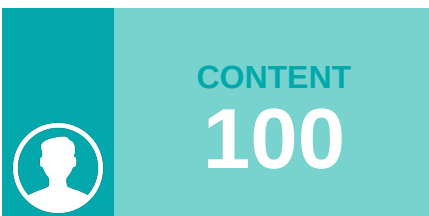
Greg Keeley
EVP Global Corporate Payments, American Express

"With Salesforce we can move a lot faster and keep adapting to our customers' needs"

Kemal Cetin
Vice President of IT, Coca-Cola Enterprises

"We've found a partner in innovation with Salesforce."

Hikmet Ersek
CEO, Western Union, Western Union



TOTAL WEIGHTED
SCORE:

98

READ ALL 851 CUSTOMER SUCCESS REVIEWS FROM SALESFORCE USERS



ABOUT ORACLE NETSUITE

Oracle NetSuite pioneered the Cloud Computing revolution in 1998, establishing the world's first company dedicated to delivering business applications over the internet. Today, it provides a suite of cloud-based financials / Enterprise Resource Planning (ERP), HR and omnichannel commerce software that runs the business of companies in more than 100 countries.

TRUSTED BY:



"NetSuite saves us time and allows us to focus on running the business, and that has helped us increase our turnover—our revenues—by 95%."

2Pure

"NetSuite's integration has helped us streamline and organize the company so we don't have to worry about growing the business."

A Brief Affair

"Modern businesses need to be flexible, and NetSuite gives us the ideal platform for flexibility, from our 360-degree view of the business to our fully integrated application workflows."

American Barcode and RFID

"No one at Atlassian has to maintain NetSuite... and it has allowed us to build a stable and reliable financial platform to support the company through its dramatic growth."

Atlassian



[READ ALL 650 CUSTOMER SUCCESS REVIEWS FROM ORACLE NETSUITE USERS](#)





ABOUT MICROSOFT DYNAMICS

Microsoft Dynamics 365 unifies CRM and ERP capabilities into applications that work seamlessly together across sales, customer service, field service, operations, financials, marketing, and project service automation. Start with what you need, add applications as your business grows.

TRUSTED BY:



"Microsoft technologies enable us to innovate much quicker. I think that the great story here is that there are so many integrated tools now that streamline workflow, consolidate data, and automate prediction so that we can stop worrying about infrastructure. We can just focus on our job, which is forecasting."

Chris Patti
Chief Technology Officer, AccuWeather

"With our old technology, getting new capabilities took forever - you got a new release every three years. It would then take you nearly four years to deploy the new technology. With Office 365 and the Dynamics 365, we're in the cloud and see a steady stream of improvements every month."

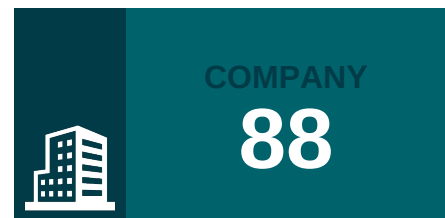
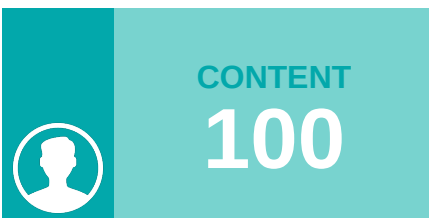
Steven Hanna
VP and CIO, Kennametal Inc.

"It ties the complexity of our business together. Having everything in one location and being able to navigate seamlessly is a major bonus to the users of the system."

Michele de Velder
Manager - ABO/Customer Management, Amway

"With Azure data intelligence, we can know more about our customers' water and become their trusted water advisor, ... not just an equipment supplier."

David Szweda
Vice President of Service Operations, Evoqua Water Technologies



[READ ALL 355 CUSTOMER SUCCESS REVIEWS FROM MICROSOFT DYNAMICS USERS](#)

Sage CRM



ABOUT SAGE CRM

Sage CRM is optimised specifically for small and medium businesses. Easy to use and quick to deploy in the cloud or on-premise, Sage CRM delivers a rapid return on investment so you see a positive impact on your business straight away. Plus, Sage CRM can be easily adapted by you to make it fit how you work, saving you time and money, both now and in the future. In this way, they help you get the most from your CRM investment and accelerate your business growth.

TRUSTED BY:

AVIS®

 **FINANCIALFORCE**



 **AUSTRALIAN
GRAND PRIX
MELBOURNE**

 **Suffolk
County Council**

"The system has played a significant part in growing sales. To compete in the market you want to have accurate information so you can make quick decisions and that is something we have achieved with Sage CRM."

Chakri Wicharn
Information Manager, Fuji Xerox

"After considering several comparable systems, we felt confident that the Sage Software solution running on Microsoft SQL Server was best for us. Now that the system is up and running, we're certain we chose wisely."

Jeff Brewer
CEO, Metrohm

"The billing process used to take us days and days and days. Now it's all done in one batch job over night."

Ralph Stoeckl
Business Operations Manager, Realestate.com.au

"We chose Sage CRM, because of its flexibility and adaptability to the specificities of our business."

Olivier Moracchini
Managing Director, VCA



[READ ALL 215 CUSTOMER SUCCESS REVIEWS FROM SAGE CRM USERS](#)





ABOUT ACT! CRM

Act! has been a pioneer and an innovator in the CRM space for over 30 years. The award winning solution helps businesses to actively manage their customer relationships, market effectively, close more sales, work efficiently, and make insightful business decisions. Over six million users have trusted Act! to grow their business. Act! Is the proven, trusted choice of entrepreneurs, sales teams, and small and mid-sized businesses, because it can be tailored to fit unique business and industry needs.

TRUSTED BY:



"We chose Act! as our CRM solution not just because it's easy to use, but also the scope it offers us in terms of configuration. We're now opening around ten new accounts each year, a level of performance that's all due to Act!"

Olivier Tardif
Co-Manager and Sales Director, Manessens

"With 50 years in the industry, we understand the importance of high quality service, but the difference Act! has made to how we deliver that service has completely changed our performance. It's quick, slick and cost-effective and has taken our productivity to a whole different level."

Jamie Boyden
Commercial Director, Rayburn Tours

"The great strength of Act! is its incredible flexibility when it comes to business processes, which means it can be easily adapted to your individual needs. Once the processes have been configured in Act!, the software supports you throughout the working day."

Jan Schoch
Proprietor, Schoch Werkhaus

"Act! is not just living up to our initial expectations, it's exceeding them, as we keep discovering with the new functionality."

Gea Maring
Office Manager, ZorgpleinNoord



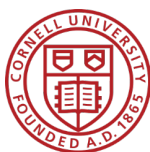
[READ ALL 49 CUSTOMER SUCCESS REVIEWS FROM ACT! CRM USERS](#)



ABOUT NIMBLE

Nimble builds award-winning contact management solutions for teams and individuals. Every day, people use Nimble to successfully nurture their personal and business relationships across email, social networks and more than 90 cloud-based business applications. Ranked #1 in Overall Satisfaction by G2 Crowd, and #1 Small Business Sales and Marketing CRM by Fit Small Business, Nimble combines the strengths of traditional CRM, classic contact management, social media, sales intelligence and marketing automation into a powerful relationship management platform that delivers relationship insights everywhere you work.

TRUSTED BY:



Microsoft



"Absolutely love the social media elements, especially how you can automatically import contacts from any social media platform."

Hannah Ashley
Senior Account Executive, Things With Wings

"Thank you for creating Nimble! I love it for the "peace of mind" it gives me. Little details no longer fall through the cracks."

Valerie Lynn
Business Development, Skymax and RV Booth Co.

"I'm always trying to teach my people how to be better communicators. Using tech to help us participate, that's what Nimble does really well. I use Nimble to teach my people how to read social signals, not for advertising, but for stronger communication."

Jey Lawrence
Founder, Digiterati

"It allows us to monitor and interact among all our Social network and Social media sites with the ease of being on one page at one time!"

Stephen R. DeMarie
Vice President, Strategic Capital Consulting Co, LLC



[READ ALL 310 CUSTOMER SUCCESS REVIEWS FROM NIMBLE USERS](#)





ABOUT INFUSIONSOFT

InfusionSoft extensive ecosystem of products, services and local partners is focused on simplifying sales and marketing so that entrepreneurs can spend more time doing what they love. Over half of their employees have owned and operated a small business at some point in their lives. Being a part of the Infusionsoft team means championing entrepreneurs and fighting for small business success. Together they are making a positive impact in the lives of their customers, and by doing so, they're striving to make a positive impact in the world.

TRUSTED BY:



"TITIN is flexible and form-fitting and it adapts to any environment. That's exactly what Infusionsoft provides any small business."

Patrick Whaley
CEO/President, TITIN

"Infusionsoft helps me run my business — it's as simple as that. Now that I have it, I don't see how anyone could live without it."

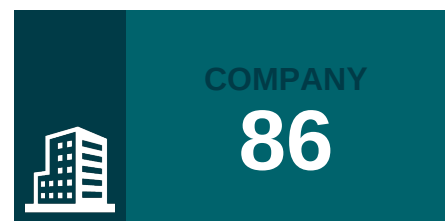
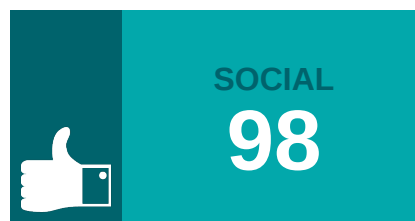
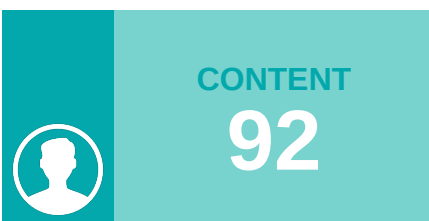
Raj Shah
Owner, Math Plus Academy, Math Plus Academy

"Infusionsoft is an automation Ferrari so don't leave it just sitting in the garage. Put it to work; take it for a ride, or else you're doing a disservice to yourself and the application. And the ride is exhilarating."

Joe and Janette Gleason
Co Owners, Gleason Tax Advisory Group LLC, Gleason Financial Group

"Without Infusionsoft, I don't think we could have effectively nurtured our prospects or our existing client base. With Infusionsoft, we've been able to do just that with tracking, reporting and measurable results."

Ken Chandler
Vice President of Operations, Presidential Pools



TOTAL WEIGHTED
SCORE:

92

READ ALL 118 CUSTOMER SUCCESS REVIEWS FROM INFUSIONSOFT USERS



ABOUT BASE CRM

Base provides an all in one sales platform designed to help reps sell more and give sales leaders quantifiable and actionable insights to grow their business. Base helps it's 7,000+ customers including Groupon, Cisco, Dow Chemical and Blue Raven Solar take a more scientific approach to sales. Founded in 2009 and headquartered in Mountain View, Base has offices in San Francisco and Krakow, Poland.

TRUSTED BY:



"Enable the sales reps to do their job more efficiently. So, cutting out admin tasks. Before, if they wanted to get a sample or demo, they'd have to call or email someone. It could be a time consuming process. Now, they go to the contact and create a task – very simple."

Mark Coleman
Project Manager, Sartorius

"The first month we implemented Base, we had a record sales month. A lot of business was sitting and needed to be closed, and thanks to Base we knew this and could close it."

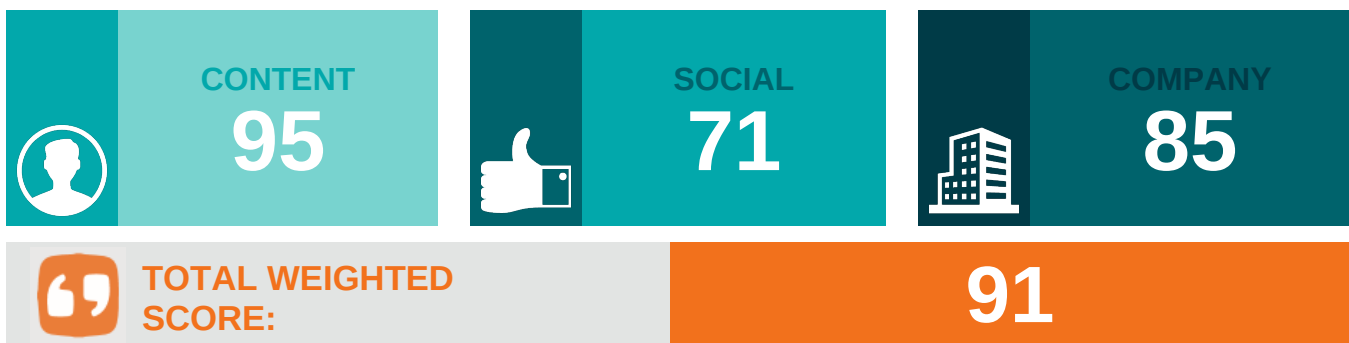
David Nation
Head of Sales and Marketing, NOW

"We can't be in Istanbul, but we can easily see how the sales team is performing without calling them, bothering them with Skype calls, or exchanging email."

Mateusz Mikulski
Product Manager, DocPlanner

"As management we were always meeting for too many tactical issues; now we can have our weekly management meetings and its purely strategy."

Brian Manning
Co-founder, Centric Digital



[READ ALL 63 CUSTOMER SUCCESS REVIEWS FROM BASE CRM USERS](#)





ABOUT SUPEROFFICE

SuperOffice is one of Europe's leading suppliers of CRM solutions to the business-to-business market. SuperOffice makes CRM software for companies that want to stay ahead of the competition. This new version further improves upon last year's release of SuperOffice 7 which encompassed the whole customer lifecycle, from sales to marketing to customer service, and also included dramatic improvements in usability, enabling businesses to improve competitiveness and easier achieve their goals. Their software supports the individual user in achieving stronger sales, marketing and customer service productivity.

TRUSTED BY:



"If we had to make the same choice all over again, we would definitely select SuperOffice as our principal database for commercial activities."

Geert Jan Timmer
Director, Pouw Automotive

"SuperOffice is part of the daily routine processes at De Vos Groep. All important contact moments and also sales results and e-mail traffic are recorded in the database."

Ger van Lierop
IT and Quality Manager, De Vos Groep

"SuperOffice has helped reduce the processing time of direct mailing from 1 week to 1 hour!"

Mario Vissers
Business Analyst, Suiker Unie

"There's been a 30–40% increase in efficiency, which has released a tremendous amount of staff time. We can oversee what's going on by generating a report at the press of a button and it's quicker and easier to follow up enquiries."

Andy Graves
Product Marketing Manager, Dennis Eagle



READ ALL 94 CUSTOMER SUCCESS REVIEWS FROM SUPEROFFICE USERS



ABOUT ZOHO CRM

Zoho CRM is an On-demand Customer Relationship Management (CRM) software for managing your customer relations in an efficient manner. It is efficient because, Zoho CRM helps streamline your organization-wide sales, marketing, customer support, and inventory management functions in a single system. Be it multi-channel communication, sales productivity, CRM insights, product customization, or third-party integration, Zoho CRM offers a host of features to support the requirements of small businesses as well as large enterprises.

TRUSTED BY:



Morgan Stanley



"What gets measured, gets improved. Zoho helps us measure what's important, so we're constantly able to improve our business."

John Carder
Co-Founder, MOGL

"The core functionality of a CRM is there which I can wrap my hands around and use effectively."

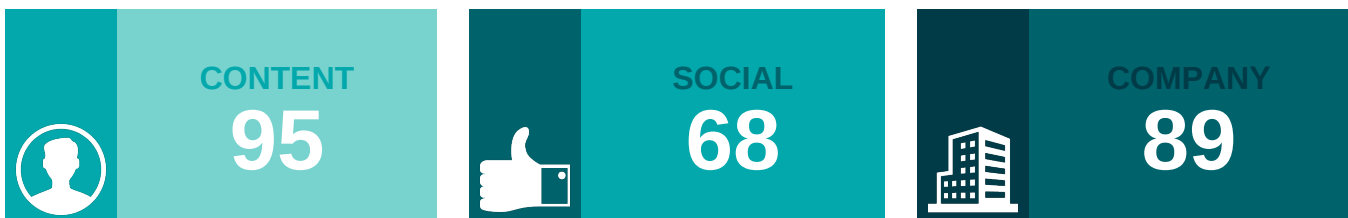
Michael Silverman
CEO, Duo Consulting

"We've increased our visibility by 65% into our pipeline, reduced the lead to real prospect time by 60%."

K.C. Watson
CEO & Co-Founder, Sherpa Digital Media

"One of the things that has been really helpful in getting running with Zoho CRM is the live chat support – those guys are great!"

Ian Melchior
EcoMark, Ecomark Solar



TOTAL WEIGHTED
SCORE:

89

[READ ALL 71 CUSTOMER SUCCESS REVIEWS FROM ZOHO CRM USERS](#)





ABOUT PIPELINER CRM

Pipeliner CRM is a sales enablement tool focusing on pipeline management, sales processes and analytics designed to empower sales professionals. Pipeliner CRM intelligently cuts through the noise so that you can focus on high value activities all in one place without the need for multiple tools. With an easy to follow visual sales process, profiles and charts, Pipeliner provides a clear pathway through the sales cycles with guidance on the correct actions to take while your buyers are making their way through the sales process, and even helps you identify key contacts within an organization.

TRUSTED BY:



"With Pipeliner, we know exactly where we are, what comes next, and how we will end up at the end of this year. Can you show me any other tool that gives you such an excellent answer and insight into all your business needs?"

Chris Sudergat
Co-founder and Managing Director, Evolutionplan Systemhaus

"Tone of voice has special meaning in the sales process. Pipeliner is helping me bring my own unique tone to my interactions with my existing clients and gracefully develop new relationships with prospective ones."

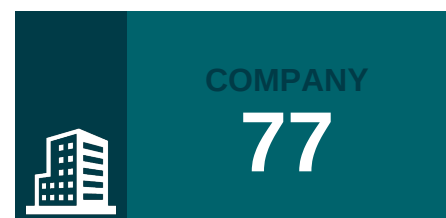
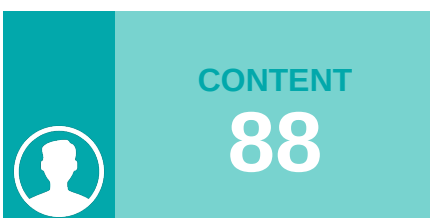
Arno Fischbacher
Founder, Stimme.at

"Pipeliner CRM is the main worktool used by our sales team today. All client leads are registered, and then we have configured nine different sales steps for our business. Pipeliner CRM makes it easy to follow the different steps in the sales cycle, all the way to the end goal."

Wilhelm Liljencrantz
Sales & Business Manager, Rentals United

"When I first researched it, Pipeliner claimed we could customize the program specifically for our sales process. I loved that, because every sales process is different—especially ours up here in Canada with landscaping and snow removal. We're constantly trying to refine things. Being able to customize it was definitely the..."

Keegan Andreas
Co-owner and Sales Manager, Seasonal Impact Contracting



**TOTAL WEIGHTED
SCORE:**

88

[READ ALL 36 CUSTOMER SUCCESS REVIEWS FROM PIPELINER CRM USERS](#)

ABOUT WORKBOOKS.COM

Workbooks delivers cloud-based CRM and Marketing Automation applications to the mid-market, at an affordable price. Workbooks extends beyond sales, marketing and customer support to include order management and fulfilment, invoicing and supplier management. Workbooks joins up the entire organisation around data and processes, promoting teamwork and collaboration. It provides a single 360 view of customers and the information is accessible anytime, anywhere. Productivity is increased, operations are streamlined, insightful decisions are made and the business is better equipped to differentiate against the competition.

TRUSTED BY:



Garbutt + Elliott



"I really felt that Workbooks understood the process. They communicated with us at every stage and the methodology they used made sense to me. Their implementation technique was impressive."

Trevor MacDonald
Business Information Manager, National Federation of Builders

"Workbooks has significantly reduced the time it takes to invoice our customers. There's no duplication of effort and having the order data in the same system as the invoicing data has been a real bonus for us."

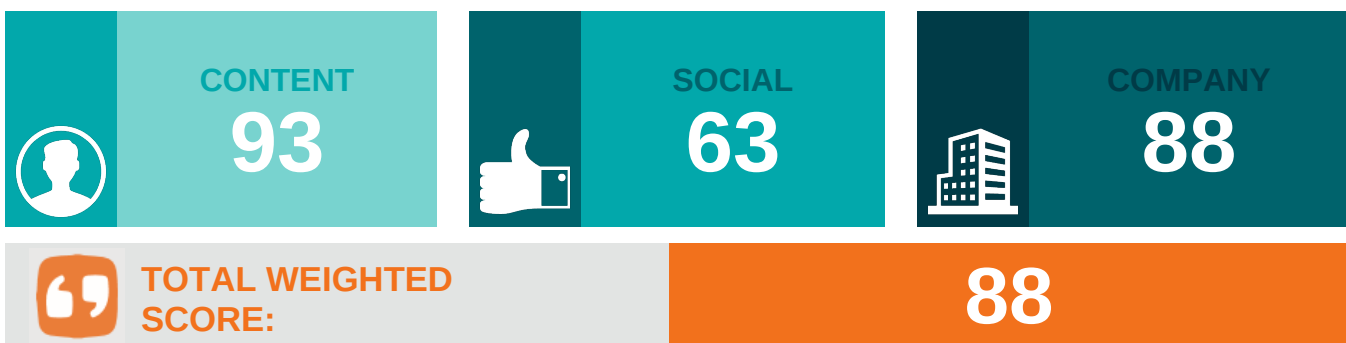
Rachel Stanhope
Finance Director, Caspian Media

"The Workbooks implementation has been a success for our business, we now have better visibility of business metrics, have streamlined our sales order processing and reduced our operational costs significantly. It makes our business much more efficient and it's also pretty easy to use, which is a plus!"

AJ Thompson
Sales Director, Northdoor

"I feel like we have only just scratched the surface and I look forward to using Workbooks to its full effect. There are so many features that we would like to make use of and I am learning more and more about how Workbooks can streamline the way our business runs."

Marcelo Bustamante
Director, Amstore



[READ ALL 35 CUSTOMER SUCCESS REVIEWS FROM WORKBOOKS.COM USERS](#)

ABOUT PIPELINEDEALS

PipelineDeals is the first sales productivity platform to combine sales engagement and Customer Relationship Management (CRM) in one easy-to-use application. They make your sales process as organized and efficient as possible. Email your contacts, qualify leads, and get organized so you can spend more time closing! Over 17,000 salespeople use PipelineDeals to manage their sales. You can access PipelineDeals from your laptop, desktop or favorite mobile device. With PipelineDeals, your sales process, leads, contacts and deals are always at your finger tips.

TRUSTED BY:

Deloitte.



 FINANCIALFORCE

Spiral Design

 **FARMERS**
INSURANCE

"PipelineDeals has changed the way we manage our business and helped us pay attention to relevant data. Since we started using PipelineDeals in January 2011, our sales volume has increased by 35% and we've been able to expand into six additional states."

Brad Kauffman
Vice President, Bost

"PipelineDeals is a key factor in our sales growth. It allows myself and my team to effectively manage our prospects through the sales process and to understand exactly what stage we are at within each of our deals."

Michelle Dunnill
Manager, Manpower

"If you like simplicity, affordability and functionality, Pipeline Deals is by far the best CRM solution on the market. I love this product!"

Stewart Padveen
Founder/CEO, Cloops

"PipelineDeals is the perfect solution for any sales team that is looking to hit the ground running. It's fast, easy, and quickly allows me to turn leads into sales. I love it!"

Jason Duff
Founder/CEO, COMSTOR Outdoor



[READ ALL 166 CUSTOMER SUCCESS REVIEWS FROM PIPELINEDEALS USERS](#)



PROSPERWORKS



ABOUT PROSPERWORKS

ProsperWorks is the CRM that works for you. ProsperWorks is the leading CRM for G Suite and recommended by Google's G Suite Marketplace. It works instantly, gets rid of manual data entry, is easy to use, seamlessly integrates with G Suite, and is designed to help teams and business build long-lasting relationships. Join the over 10,000+ customers in over 100 countries using ProsperWorks and start selling more with the CRM teams love to use, today.

TRUSTED BY:

AMIGO

BAJILLION
AGENCY

CrowdRiff

SEISMIC

U UDACITY

"I've worked with multiple startups and I really benefitted from the fact that ProsperWorks team understands what a startup needs and have tailored the solution to meet those needs."

Meg Matan
Operations & Sales, Ben's Dry Ice

"The deep integration between Google Apps and ProsperWorks gets us to a whole new level of productivity and most importantly, helps us build and grow our customer relationships."

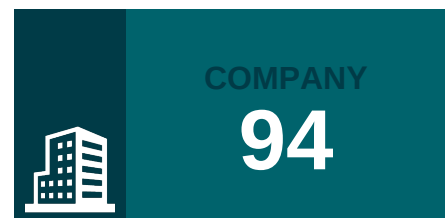
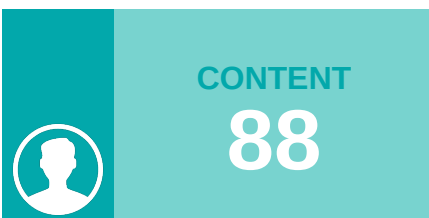
Richard Jacobs
CEO and Co-founder, Lone Star Press

"I'm able to keep up with all the projects throughout the team and see any notes others made or emails they sent. I can refer to those notes without have to search through email because they're all stored in ProsperWorks. It's a quick way to stay connected when I'm on the road."

Marianne Delionado
VP of Sales, Healthcare

"I've tried other CRMs but ProsperWorks is hands down the easiest to use. And it saves me hours a week in data entry, hours I can spend closing more deals."

Trevor Harries-Jones
CEO, OLA



READ ALL 51 CUSTOMER SUCCESS REVIEWS FROM PROSPERWORKS USERS





ABOUT MAXIMIZER

Maximizer has been a leader in CRM software for over 25 years. Maximizer Wealth Management solution helps investment advisors and wealth management firms expand their book of business by effectively managing clients and streamlining complex operations. Maximizer CRM is easy to securely deploy and inexpensive to maintain, yet powerful enough to meet the specific needs of financial services professionals.

TRUSTED BY:



"With Maximizer CRM, at any given time our managers can just click a button to see the key metrics they need, as opposed to someone manually creating graphs and charts that could take days."

Barb Wilhelm
Communications and Marketing, Roberts Onsite

"I decided to invest in Maximizer CRM Entrepreneur as it is perfectly tailored for needs of a single-user business like mine."

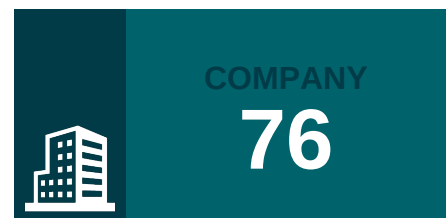
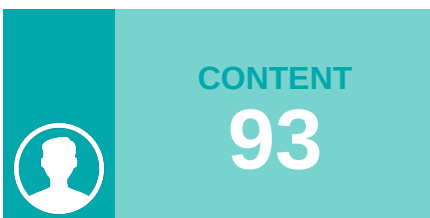
Paul Smulders
Trainer, Kenneth Smit Training

"Thanks to Maximizer CRM, we are now able to effectively manage communications, contact details and transactions with our customers."

Jakob de Vries
Systems Engineer, Koninklijke Auping

"Maximizer CRM understands what Meta needs as a business and allows itself to be personalized to meet that."

Elio Iadevaia
Founder, Meta



TOTAL WEIGHTED
SCORE:

86

READ ALL 106 CUSTOMER SUCCESS REVIEWS FROM MAXIMIZER USERS





ABOUT PIPEDRIVE

Pipedrive is a sales pipeline management tool made by people passionate about sales. It centres the sales process around deals and helps team members focus on the right thing. Sales people see which deals to concentrate on to reach their objectives, and managers have a clear view of the team's overall sales pipeline. It shows you the money, if you will.

TRUSTED BY:



"Love this program. It is the only CRM that I actually want to use. Having a CRM that you don't want to use leads to your team not using it. What's the point of that. Pipedrive is built by sales people, for sales people."

Rick Feineis
Managing Partner & Senior Trainer, CAD Training Online

"Easy to use, great visual layout and I love how it automatically pops up to enter a follow-up task when I'm done. It's really changed how we handle leads."

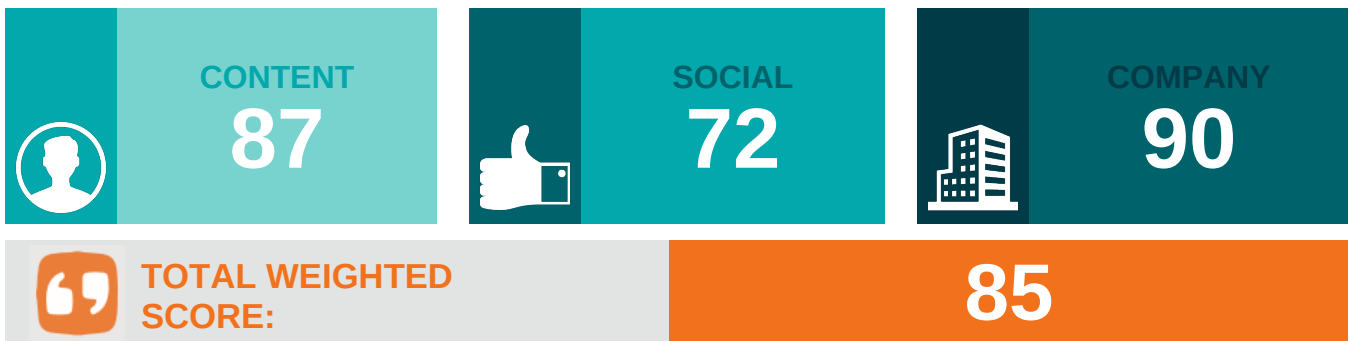
Jessica Reed
Web Designer, MedForward

"Pipedrive is easy to navigate, easy to customize, and I love the at-a-glance dashboard. Also scheduling tasks and next steps is super simple. This is the CRM I've been waiting for."

Krystal Ferguson
Graphic Designer, Unkanny Design

"Continue to be REALLY impressed by Pipedrive for our sales tool. It's a lean app with a ton of powerful features. Kudos to the team!"

Sara Hopson
Writer and Marketer, MaxwellHealth



[READ ALL 42 CUSTOMER SUCCESS REVIEWS FROM PIPEDRIVE USERS](#)





ABOUT AGILE CRM

Agile CRM is a leading sales, marketing and service CRM for small businesses. Complete with everything from web popups and email templates to telephony integration and advanced sales and marketing automation, Agile is designed to help you sell and market like the Fortune 500, at a fraction of the cost.

TRUSTED BY:



"Never have I worked with a software company, especially a SaaS that delivers such a high level of customer service. I am amazed at the level of care Agile shows. When my phone rang and it was someone from Agile calling to address my problem - I was simply blown away."

Robert Grossman
Business Performance Advisor, Insuperity

"We like Agile CRM because it's built for a combination of offline/online business, like a SaaS company that manages enterprise deals. It's full of features, but doesn't feel cluttered as they keep things clean and simple. And we love that they keep adding integrations."

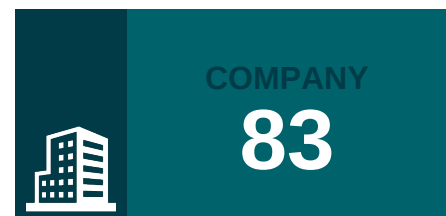
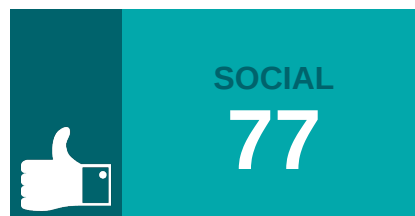
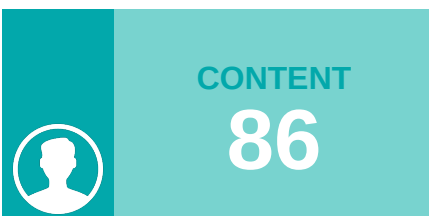
Megan Pillsbury
Operations Director, Applied Wine

"For a startup that relies a lot on online business, Agile CRM has been an invaluable asset to our sales team as it integrates many capabilities out-of-the-box."

Paul Singh
CEO, Espresso Logic

"It's a great product. We love it! As well as the efficient support team!"

Pierre Barreault
CEO & Co-founder, AdoctA



**TOTAL WEIGHTED
SCORE:**

84

[READ ALL 52 CUSTOMER SUCCESS REVIEWS FROM AGILE CRM USERS](#)





ABOUT NUTSHELL CRM

Nutshell is a collaborative customer relationship and sales management tool made for the modern business. It provides companies with fully customizable sales processes, powerful reports, collaboration tools, a refined user experience, email sync, integrations with popular business applications, including Google, MailChimp, Microsoft Exchange, Twitter, Dropbox and many more. Nutshell is stacked with great features that help businesses become more collaborative and grow, intuitive design that eliminates the need for specialized training, and insightful data that helps businesses learn and improve. Nutshell is a beautiful, powerful tool that combines consumer-level design polish with business-scale utility. In a nutshell, they help businesses grow.

TRUSTED BY:



"It's helped our business easily grow from a wholesale standpoint. We definitely would've lost sales without it."

Adam Kail
Founder & CEO, Brothers Leather

"We don't have large budgets for technology or training, so finding a CRM that was intuitive and simple for anyone to learn on their own was vital for us."

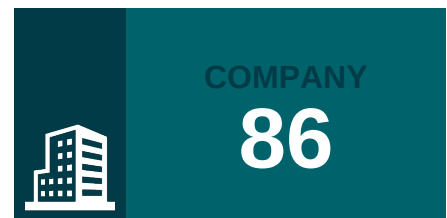
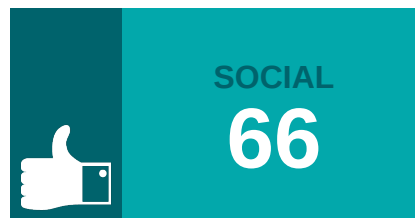
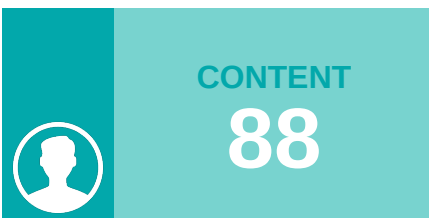
Jay Love
Founder & CEO, Bloomerang

"Nutshell is created for the user. It's easy to use and ties everything together nicely."

Jason Klare
VP Sales, Everything But the House

"Nutshell looked like a fun, cool, easy-to-learn technology. It didn't seem like a chore to use every day."

Adam Weiss
Director of Financial Operations, Viewabill



READ ALL 11 CUSTOMER SUCCESS REVIEWS FROM NUTSHELL CRM USERS



ABOUT VTIGER

Vtiger is a CRM software company on a mission to help customer facing teams at small and medium sized businesses work more effectively to build lasting relationships with customers through easy-to-use and customize CRM software. Supported by an active community of users and developers, Vtiger CRM is available in more than 10 languages and receives input from businesses and partner networks in more than 100 countries around the world.

TRUSTED BY:



"I can contact many more customers per day using Vtiger, and with Vtiger in place we are now an entirely cloud based operation."

Russell Weston
Founder, eLobe

"Our search for a CRM system that could be customized for our business process ended at Vtiger. With Vtiger we have streamlined our entire business process."

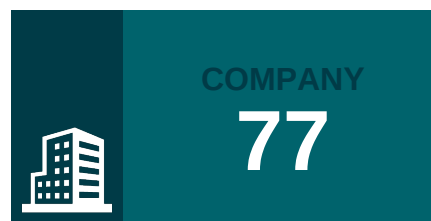
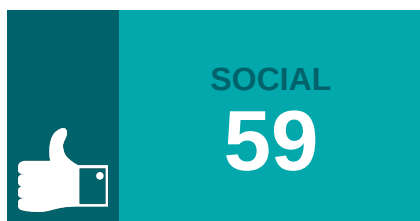
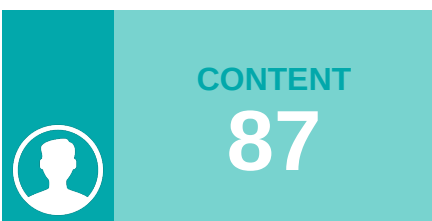
Avinash Yaduka
Director, Krishna Park Infracon

"Vtiger is the most integrated CRM system and has helped us accomplish all of our sales, customer support, and accounting goals."

Christian Hayes
CEO, LabStats

"With Vtiger's support automation and collaboration tools, we have seen 50-60% improvement in our overall team efficiency."

Dhanshree
Support Team Manager, ProlImageExperts



[READ ALL 15 CUSTOMER SUCCESS REVIEWS FROM VTIGER USERS](#)



ABOUT SOFFRONT CORPORATION

Soffront Software was founded in 1992, a pioneer in the CRM software industry, delivering one of the first cloud CRM solutions in the industry. They launched their first customer service software in 1993, an innovation at the time when CRM was not known. Soffront continued to evolve in the early 2000's, introducing one of the first cloud CRM solutions in the market and developed a fully automated CRM solution for sales marketing, and customer service, help desk and project management that has gone on to win several industry awards.

TRUSTED BY:



"Soffront is a crucial tool for our success. Soffront's comprehensive features and flexibility helps us show our customers that we provide them with a service that is important for their success."

Josh Brotherton
SureService Manager, New England Controls

"Soffront CRM is priced within our budget and is extremely flexible. It provides us with all of the benefits of a standard software package, combined with the flexibility needed to implement all necessary customizations and specifications."

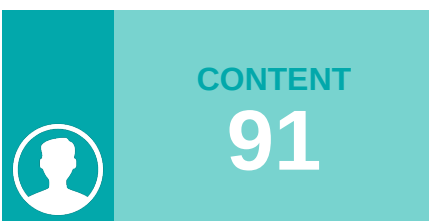
Martin Kunz
Chief Technology Officer, Eurofins MWG Operon US

"We selected Soffront because the product is easy to customize and easy to use. After looking at all of the other products, we determined that Soffront represented the best ROI."

Evan Rosenfield
Director of Marketing, American Security Programs

"We selected Soffront over other CRM solutions because it offered a robust, feature-rich, web-based solution that was also easy to customize."

Tom Ridinger
Administrator, Avocent Corporation



READ ALL 40 CUSTOMER SUCCESS REVIEWS FROM SOFFRONT CORPORATION USERS



Less Annoying CRM



ABOUT LESS ANNOYING CRM

Less Annoying CRM is a simple CRM built from the ground up for small businesses. Manage your contacts, leads, notes, calendar, to do's and more, all from one simple web app. Their product is founded on three core principles simplicity, affordability, and outstanding customer service.

TRUSTED BY:



"Before using Less Annoying CRM I would estimate that 20-30% of our leads were falling through the cracks. I'm confident that we are now following up with each lead at the right time, and not forgetting about any of them. We now appear more professional to our customers, and the impact on our bottom line has been profound."

Drew Gulick
Director of Business Development, London Travel Clinic

"Less Annoying CRM provided free easy demo videos, and impressively fast email responses to our questions. Any sales team can figure this one out without lengthy training. Pipelines can be built within minutes. LACRM will 'force' any other CRM's to go out of business. Pricing is competitive and customer service is without question - the best in the..."

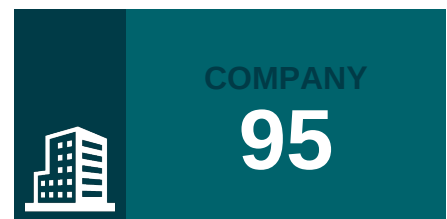
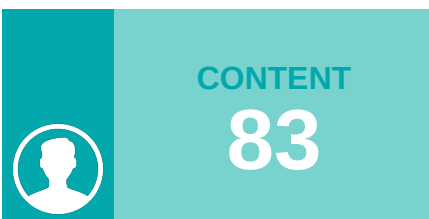
Mike Barclay
Director of Business Development, SHIPHAUS

"We are able to better keep track of our leads now. Before, we had to do everything based off of memory, and as our business grew, we were letting leads go that we forgot about. The CRM has allowed us to track, manage, and do more business."

Matthew Johnson
Green Light Booking

"With Less Annoying CRM it takes about 5 minutes to train a new employee on the CRM. With our old system it took over a week."

Michael Wild
eLogHomes.Com



[READ ALL 22 CUSTOMER SUCCESS REVIEWS FROM LESS ANNOYING CRM USERS](#)



ABOUT INSIGHTLY

Insightly provides customer relationship management software to small businesses worldwide. Small businesses leverage Insightly's cloud - based application to manage customer interactions, opportunities, proposals and projects over the web and on mobile devices. Insightly continues to grow globally and is available on the web at Insightly.com, for iOS devices in iTunes, and for Android devices on Google Play. Insightly is based in San Francisco.

TRUSTED BY:



"There are a lot of shiny toys out there for realtors. What we really need is a good CRM that keeps us focused, and keeps us doing the things that we need to do, which is why I've found Insightly's simple solution to be the best way to manage my real estate business."

Jeffrey Douglass
Real Estate Broker, Windmere Real Estate

"The key to CRM is seamless integration. We use Gmail and Google Apps extensively and really enjoy the tight integration provided by the Insightly Gmail gadget. With Insightly, we get an easy-to-use, fully integrated CRM and document management tool that users rely on every day."

Franck Sidon
Principal, TaxAssist Accountants in Chiswick, Tax Assist Accountants

"Insightly is a user-friendly, affordable resource that has become a critical asset to the Summit Security operations team. I can't see living without it."

Jon Timberlake
Vice President, Operations, Summit Security

"Insightly keeps our team in sync and on track so we can manage our deadlines and keep customer satisfaction high."

Tim Addison
Director, Solent



[READ ALL 118 CUSTOMER SUCCESS REVIEWS FROM INSIGHTLY USERS](#)



ABOUT GOLD-VISION CRM

Gold-Vision is a fully featured CRM solution that unifies Sales & Marketing. Their team background is based on extensive business and systems experience, matched by expert technical knowledge. Gold-Vision supports the full business lifecycle including customer management, sales automation, marketing automation, project and event management. Gold-Vision stands out from the crowd with interactive dashboard reporting and device independent mobile access. Power lies behind the simplicity, including a unique tracking facility which automatically assigns emails and appointments to the right account records. Use Gold-Vision either cloud or on-premises and implement with the software authors and experts.

TRUSTED BY:



"Does exactly what it says on the tin, staff training was excellent and the users understood it and started using it quickly. Training was tailored and just kept to the areas that people needed to know and that seems to have helped users start to use it."

Sarah Jarvis
Operations Manager, British Chambers of Commerce

"Integrated CRM, campaigns & email marketing has improved our communications and allowed our sales & marketing teams to work together more effectively."

Julia Wallace
Marketing Director, GFC

"Gold-Vision is vital for us. Viewing all our member engagement and interactions in one place is invaluable and has helped align sales and marketing activities across the business."

Emma Smillie
Marketing Manager, Oil Spill Response Limited

"The whole story of all our different interactions is available in one account. Because our data is so well organised in Gold-Vision, we are able to segment our sources and send highly targeted campaigns for future events."

Kimberly Carsok
Project Manager, OTSA



[READ ALL 18 CUSTOMER SUCCESS REVIEWS FROM GOLD-VISION CRM USERS](#)

JUNXURE



ABOUT JUNXURE

Junxure is a CRM solutions and practice improvement firm that provides technology, consulting and training to help financial advisors build their dream firm. Junxure's industry-leading technology solution provides CRM and office management through powerful workflow automation tools while ClientView provides a secure client portal to extend your services to the web.

TRUSTED BY:



lakeview
FINANCIAL



"A fast, cloud-based CRM that will run our office and is easy to set up and maintain."

George Taylor
Temenos Advisory, Inc.

"The recording capabilities that Junxure has are incredibly helpful to us. We can scan documents, record phone calls and notes and assign tasks. Everything we do in the office is captured."

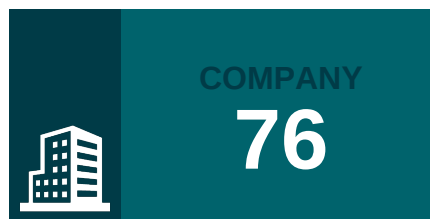
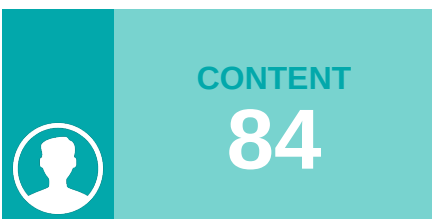
Tiffany Brynteson
CRPC and Client Advisor, FFP Wealth Management

"Clients are handing us their life savings. That can be a nervous time for them. We want the process to run smoothly. All departments participate in client onboarding. Junxure makes onboarding smooth, consistent, manageable, trackable."

Allison Huke
Cassaday & Company, Inc.

"Oh my goodness...we are ecstatic! What an asset to our company. Long after we're dead and gone our young partner will have built a phenomenal bank of information for his employees and associates."

Denise White
Fidelis Financial Planning, LLC



[READ ALL 24 CUSTOMER SUCCESS REVIEWS FROM JUNXURE USERS](#)





ABOUT PROPHET CRM

Prophet CRM is the CRM designed specifically for sales teams determined to excel. Prophet CRM's feature set includes highly customizable dashboards for organizing and prioritizing sales opportunities, comprehensive sales automation work-flows, effective group email tools, and easy-to-use custom forms that export to Word or Excel. Prophet CRM provides sales teams the right features to optimize sales efficiency and revenues, all from within Outlook.

TRUSTED BY:



"I would be insane without Prophet. It allows me to know I have a handle on my business in a simple and efficient way as I could ever imagine."

Bob Carmody
Co-founder and Owner, Diana's Bananas

"Kaye did a wonderful job making me feel comfortable that this product would help accomplish my goals in managing my accounts. Hans did a fabulous job with the overview and training."

TelePacific Communications

"Prophet does just that – it's a critical tool for us in accomplishing our mission: To help grow local businesses."

General Sales Manager
Reagan Outdoor Advertising

"I chose Prophet primarily based on the ease of inputting the data and the ability to track my business in real time."

Kevin Santaularia
CEO, Bradford Companies



[READ ALL 36 CUSTOMER SUCCESS REVIEWS FROM PROPHET CRM USERS](#)



ABOUT ONCONTACT

OnContact CRM by WorkWise is a full-featured, flexible and customizable Customer Relationship Management (CRM) application that provides the competitive edge your company needs. Offered as a cloud or on-premise deployment, this browser-based CRM application automates the sales, marketing and customer service areas of your company, delivering the power to create, cultivate and grow outstanding relationships.

TRUSTED BY:



"Our favorite function of OnContact CRM is the ability to track the entire sales pipeline in order to see what we have coming in in terms of prospects and leads. In the past, we never had that – we didn't have a decent sales pipeline regarding what potential sales opportunities we had."

Mike Palecek
Business Systems Manager, QuickCable

"The screens within OnContact CRM are incredibly easy to use and navigate. We no longer have to waste time scrolling endlessly, as the product is user-friendly and designed to be efficient. A lot of the time, it's hard to get salespeople to actually use a CRM solution consistently—we're hoping that OnContact makes it easy for them to do so. In addition,...

Dave Manahan
IT Director, Strongwell

"When we compared OnContact to the biggest names in the CRM software market, OnContact stood out because of its simplicity. With other big-name solutions, there was an overload of bells and whistles and things we were not going to use. There was also going to be a much bigger learning curve. OnContact provided exactly what we needed, and...

Stephanie Ohlfs
VP - Marketing Manager, Waukesha State Bank

"Ultimately, it's our level of customer service that sets us apart. At the end of the day, we're a community bank. We invest back into the community, not only when it comes to our employees, but also with the business that we do. Community is our primary driver."

Tom Sattler
Senior Vice President of Sales & Marketing, The Equitable Bank



READ ALL 10 CUSTOMER SUCCESS REVIEWS FROM ONCONTACT USERS





Relenta



ABOUT RELENTA

Relenta began in 2004 as an in-house project when Relenta were working on Clicklab, a web analytics startup. At some point, Relenta got fed up with having customer data scattered across a large number of email accounts, apps and platforms. Relenta thought an integrated email, contact and task manager might help reduce the busy work. As it turned out, simply by combining email and CRM functions Relenta cut their workload in half. The improvement was nothing short of breathtaking. Relenta started a public beta in 2005 and the rest is Relenta history. Relenta's first paying customer signed up in early 2006, and by 2007 Relenta became the sole development focus. Today thousands of small businesses worldwide rely on Relenta for their success.

TRUSTED BY:



"I have managed a law firm for almost 10 years now and i have used MANY CRM tools. Relenta has completely changed how we stay in contact with our clients for the better. Relenta effortlessly does what was handled by one full-time staff member."

Lorena Saedi
Saedi Law Group

"I find Relenta really useful in organising all the things I have to do with my company. It helps me with customers but also keep me on track with all the rest of the stuff I have to do."

Robert Griffiths
Coachmaster

"Seedcamp thinks Relenta rocks! Just wanted to big-up Relenta as a great contacts/events management tool. After trying Salesforce and even Zoho – we found Relenta to be the best and simplest resource out there for this function. We highly recommend it."

Stephanie Zari
Seed Camp, Seedcamp

"Relenta's simplicity of use combined with some truly excellent features that make getting business done faster and simpler than ever made it the ideal choice for us. It is excellent value for money which is important to us as a relatively small company and the customer service offered really is second to none."

Christine Byrne
Statistical Solutions



[READ ALL 28 CUSTOMER SUCCESS REVIEWS FROM RELENTA USERS](#)