



What is customer relationship management (CRM)?

Customer relationship management—often called CRM, CRM system, or CRM software—is a hybrid business solution that can increase sales and marketing efficiency. Think of it as a powerful set of tools, apps, and platforms that in combination drive optimization of business intelligence, social insights, campaign management, and many other key customer relationship matters.

Experience it yourself with the [Microsoft Dynamics CRM guided tour](#).

Customer relationship management examples



With a CRM system, everything from customer accounts to sales opportunities to customer leads and account activity in the cloud, plus relationships involving mobile sales, come into easy view for collaboration and rapid decision-making. Store and leverage data and analytics for the big picture on your business from many angles. Or drill down into the CRM system's features and tools specifically for [sales](#), [service](#), [marketing](#), and [social intelligence](#).

Manage business connections better with CRM



Business value depends on people and their relationships. Success can bring complexity to all those interactions for your organization. CRM means you can have a system that simplifies processes where you are here and now and also scales as you gain more customers or need more employees.

Is your customer service department growing?

Are your sales representatives increasingly on-the-go?

[Watch how Microsoft Dynamics CRM has helped today's leading businesses solve important customer relationship situations.](#)

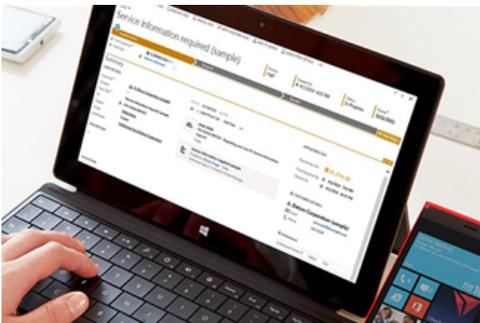
Microsoft Dynamics CRM: A versatile, integrated solution



Organizations like yours need a CRM system that drives sales and powers selling capabilities, all while increasing productivity and helping your team discover social insights that lead to overall customer success. Did you know that Microsoft Dynamics CRM offers a full range of software with product integration not only for Office 365 and Power BI but also Yammer, Lync, Skype and many other social conferencing systems that employees, customers and business partners already use?

[Learn more](#)

Take the Microsoft Dynamics CRM guided tour



Whether your most pressing goals are to increase profitability, organize and automate customer relationships, or leverage social insights for small, medium or larger enterprise, CRM success means giving your customer service representatives and managers, brand professionals and social insights strategists the full range of tools, apps and platforms needed for CRM. You owe it to your organization to see the business-building benefits on display.

[Test drive Microsoft Dynamics CRM today](#)

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