Grid®

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CRM Software

G2 Grid Scoring

CRM Software Definition

CRM software (customer relationship management software), sometimes referred to as sales force automation (SFA) software, helps businesses track and manage sales interactions in a single system of record. A CRM will record interactions between your business, prospects, and existing customers.

CRM software are most commonly implemented in sales departments to act as the central hub for sales force automation, including contact, account, and opportunity management. CRM software is often implemented separately from other enterprise solutions, such as ERP systems, marketing automation, and customer service software, but may often offer integrations with other business applications to facilitate an enhanced and coordinated customer experience.

To qualify for inclusion in the CRM software category, a product must:

- Provide a bounded set of sales-related functions
- Track prospects and contacts throughout the sales pipeline
- Integrate functions into a unifying database and platform

Enterprise CRM Grid® Scoring Description

Products shown on the Enterprise Grid® for CRM have received a minimum of 10 reviews/ratings in data gathered by September 04, 2019. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, vendor size, and social impact) and placed into four categories on the Grid®:

- Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: Salesforce CRM, Microsoft Dynamics 365 for Sales (formerly Dynamics CRM), HubSpot CRM, Zoho CRM, Pipedrive, and Oracle EBS CRM

- High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: Freshsales, Nimble, Insightly CRM, Zendesk Sell, Sugar Sell (formerly SugarCRM), Copper, Less Annoying CRM, bpm'online, InStream, PipelineDeals, SuiteCRM, Workbooks.com, Prophet CRM, and Salesflare
- Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: Oracle Siebel, NetSuite CRM, SAP CRM, and Oracle Engagement Cloud (formerly Oracle Sales Cloud)
- Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: SAP Cloud for Customer, Nutshell, Maximizer CRM, Oracle CRM On Demand, Pivotal CRM, and Talisma