

# CRM

What is a CRM site?

CRM, or Customer Relationship Management, is a broad term that covers concepts used by organizations to manage their relationships with customers, including collecting, storing and analyzing customer information.

Technically this type of site would fit under the portal and dynamic site section, but the term "CRM" is such a big buzzword, we decided to break this out into its own section.

This type of site utilizes a backend database, or ties into an existing customer database, and allows customer interaction and customer management through a web based session. A CRM application can also tie into existing applications you may be using for sales, marketing, logistics, fulfillment, etc. to allow a centralized point for your customers to manage their account(s), as well as a centralized location for your staff to update various data points pertaining to your customer, and potential customer accounts.