



An App for Efficient Customer Relationship Management



Standard CRM is a powerful app providing you with the necessary tools to organize and automate your CRM tasks and routines, effectively manage your sales pipeline and optimize your customer lifecycle.

Free functionality

- CRM: Store every detail about your contacts and maintain a full history of your communications.
- Calendar: Manage your tasks and appointments to stay on top of your daily operations and customer relationships.
- Leads: Track sales progress and leads to determine their status, whether it's "Hot" or "Cold", the source and probability.

Premium functionality

Pick and choose InApps from Standard CRM's built-in Marketplace to expand your app's functionality. Create quotations and strengthen your decision making process with detailed reports for conversion rates, estimated value statistics and a range of sales cycle figures. Customize price lists for selected customers, use multiple currencies to do business with vendors and customers internationally, and much more.

- Quotations
- Price Lists
- Multi-Currencies
- Categories
- Forms Editor
- Number Series

Why Standard CRM?

- Scalable
- Mobile
- Sales Pipeline Management
- Analytical Reporting

Certified HansaWorld Business Partner:



Advantages



Mobile

Manage your sales pipeline in real-time from your phone, tablet or computer with all of your business critical information synced across all devices.



Control your costs

Expand or scale down the app at any time. You decide what to use, starting with the free package, and pay only for the premium InApps you choose.



Updates and data storage

Your information is securely stored in the cloud.



Support

Users have access to our video library, comprehensive manuals, and community forums.



Drill Down

Navigate through the database with precision, with all functionalities integrated for intuitive access.