**CRM** stands for **customer relationship management**. It's a category of integrated, data-driven software solutions that improve how you interact and do business with your customers. **CRM** systems help you manage and maintain customer relationships, track sales leads, marketing, and pipeline, and deliver actionable data.)

Customer relationship management systems can be easily customized to meet the specific needs of any business type and size. Start-ups, large enterprises, and verticals like real-estate, healthcare, insurance, legal, media, restaurants, travel, banking, tax, freelancers, and non-profits.