



# CRM Research Summary

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# Overview

This presentation provides a user-friendly summary of research conducted on different types of CRM (Customer Relationship Management) software available on the market. It has been created with the intention of taking some of the burden off of REDF's Growth Portfolio organizations when it comes to CRM platform selection. This research is not collectively exhaustive as there are countless other CRM software products available on the market and the landscape of software is constantly changing.

# Types of CRM Software Researched

## General Business/Sales Management CRM

- Salesforce Sales Essentials
- Begin by Zoho
- Zoho CRM
- Pipedrive
- Less Annoying CRM
- Microsoft Dynamics 365
- Insightly

## Case Management CRM

- Salesforce Service Cloud
- Apricot/ Penelope
- ETO
- Exponent Case Management
- CharityTracker
- CaseWorthy
- Casebook

## Inventory Management CRM

- Square for Retail
- Lightspeed Retail
- Katana
- Cin7 Orderhive
- Zoho Inventory

## Non-profit/Donor Management CRM

- Salsa CRM
- EveryAction
- Bloomerang
- BlackBaud

*\*Analysis on non-profit management CRM not included in this summary*

Other non-CRM software: AirTable (Advanced database)

# Overview of the Industry



## **General Business/Sales Management CRM**

The General Business/Sales Management CRM market is mature and offers an expansive list of options for every type and size of organization. The industry is dominated by a few large players that have captured a large portion of the market with their robust CRM systems and ecosystem of different products and add-ons. Nonetheless, smaller CRM companies have managed to carve out their niche market and offer products that cater to a smaller segment of customers.

## **Case Management CRM**








The Case Management CRM market is small and still emerging. A majority of the software available for case management purposes are used by human services and social workers for managing clients. Amongst the case management software options available, all have their shortcomings and setbacks, leading to a lack of user-friendly products available. There are also a few workforce development-specific software that are on the market within this category.

## **Inventory Management CRM**

The Inventory Management CRM market is relatively mature but varies widely and can be loosely defined. It ranges from software that is integrated with point-of-sale (POS) products for retail stores to back-end-only supply chain management for manufacturing companies. This makes it all the more important for organizations to take stock of their own operational needs before jumping into a CRM software to manage their inventory.

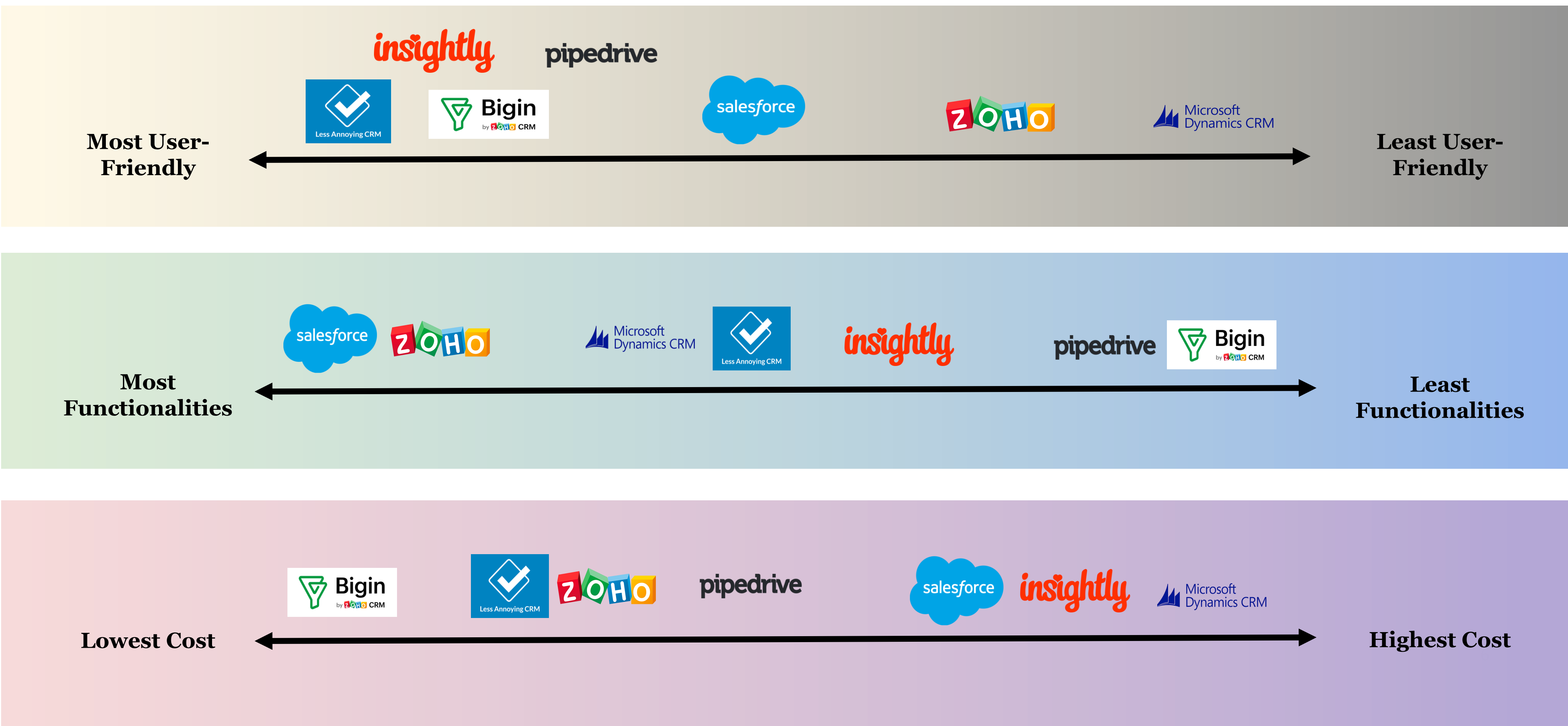
# General Business/Sales Management CRM

Software primarily used for managing sales channels and customer relationships for business

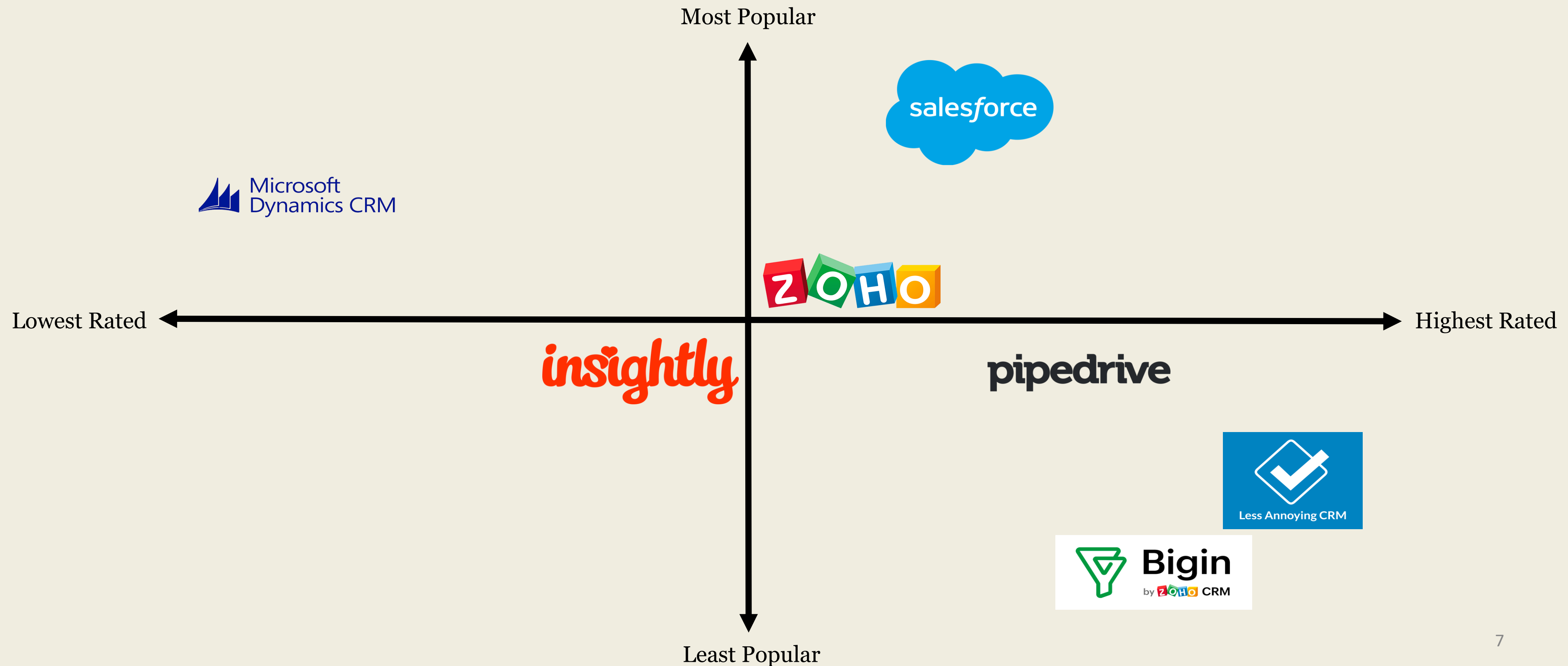
							
<b>Overall Takeaway</b>	Market leader, best-in-class, full-suite CRM software and platform but with high costs	Lowest-cost, simplistic CRM for startups and SMBs	Low-cost, powerful CRM but challenging to set up and use. Cheapest software to scale up with.	Straightforward, easy to set-up and use CRM for SMBs with a focus on sales	Easy to use and intuitive CRM for SMBs with great customer support	Powerful tool within the Microsoft ecosystem but falls short on many fronts	Powerful and easy-to-use CRM with high costs
<b>Ideal for:</b>	Organizations of all types that have the budget/resources for it	Small organizations that are looking for the cheapest, simplest CRM to start out with	Large organizations that want a powerful CRM but need a cheaper alternative to Salesforce	Organizations that are focused on using the CRM to manage their sales pipeline and want a simple set-up	SMBs that are looking for a CRM that is cheaper and has an easier set-up than Salesforce	Would not recommend	SMBs looking for a CRM that is both powerful and intuitive



# General Business/Sales Management CRM



# General Business/Sales Management CRM



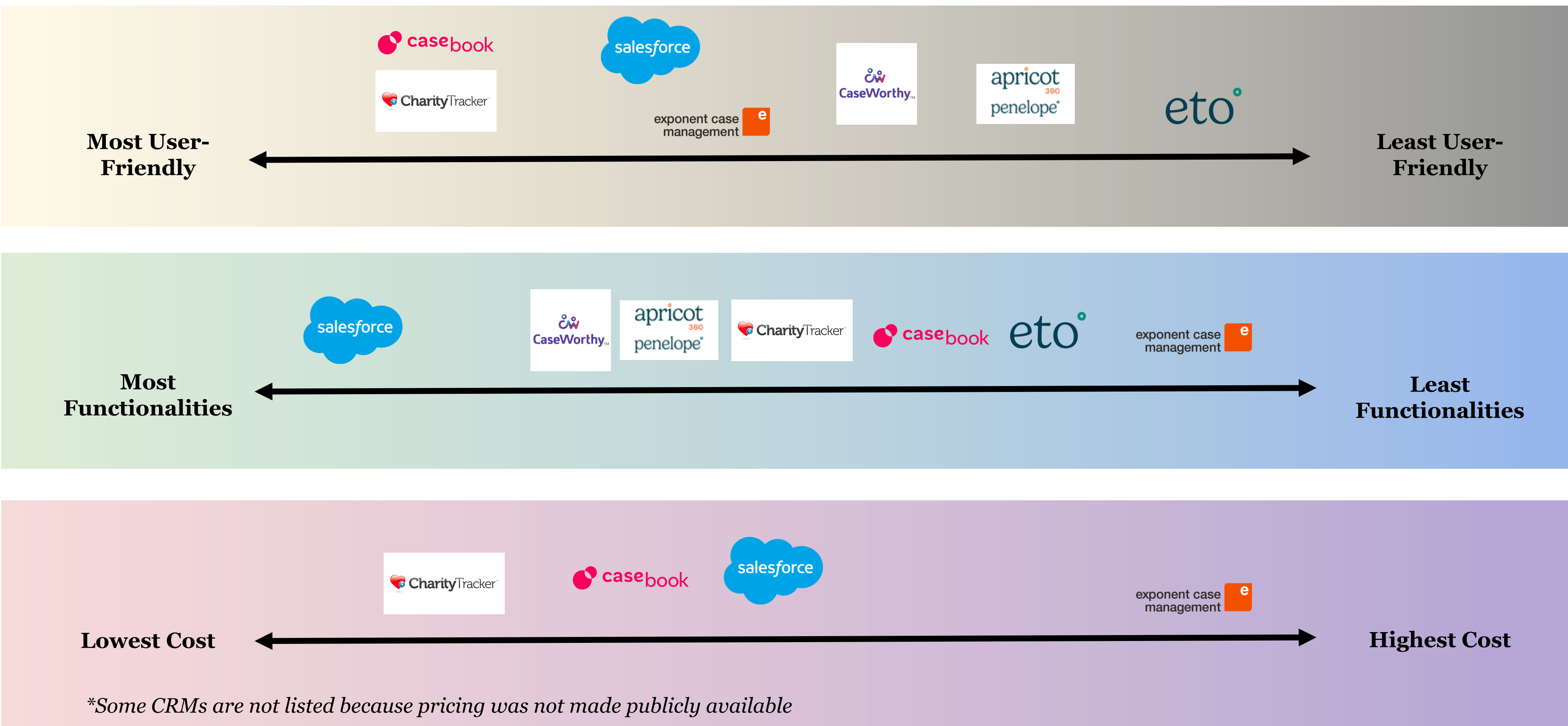
# Case Management CRM

Software used for managing cases and clients by nonprofit and human services organizations

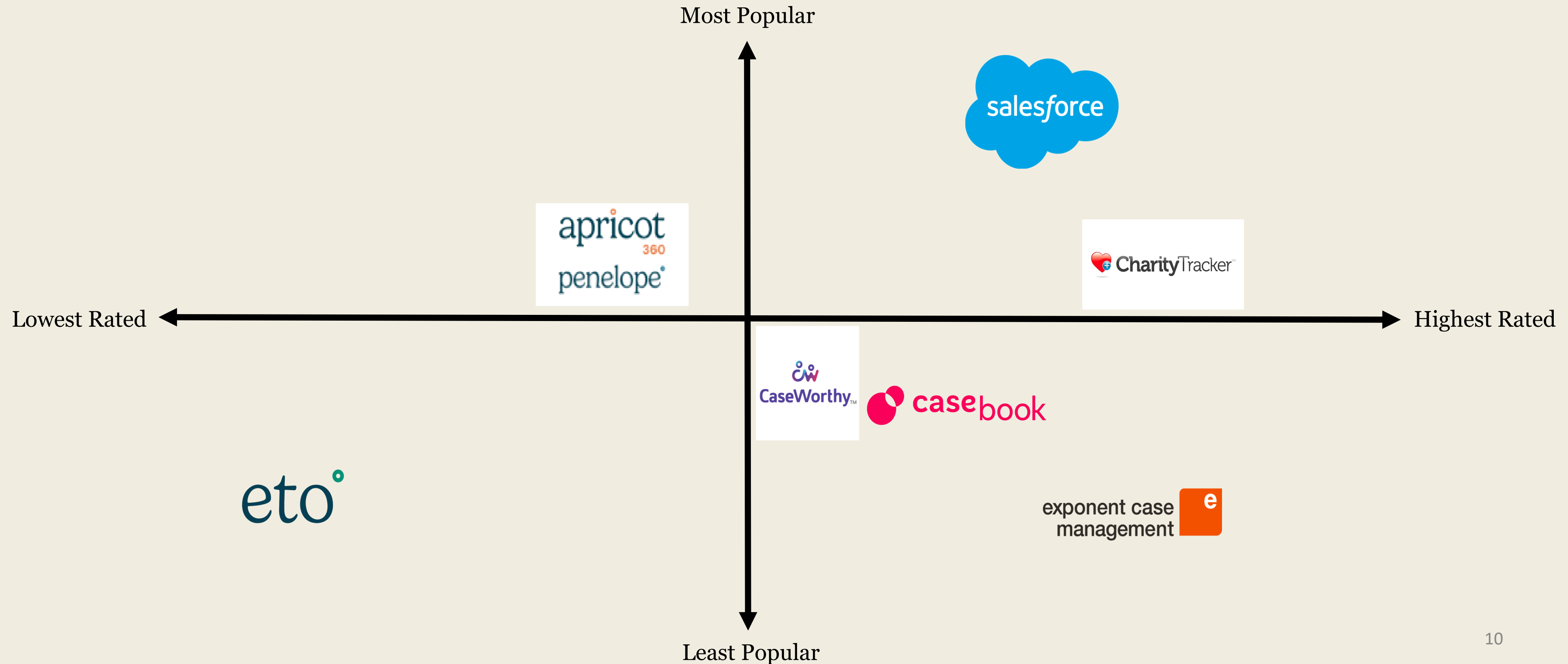
							
<b>Overall Takeaway</b>	Market leader, best-in-class, full-suite CRM software and platform. Comes with high costs.	Case management software with data and analytics. Steep learning curve and user experience leaves much to be desired.	Database software used to consolidate data, caseloads, and service delivery programs. Shortcomings on various fronts.	Workforce Development Case Management App on the Salesforce Platform. High costs and with a significant learning curve	Easy-to-use human services case management software	Highly customizable human services case management software with abundant support resources available. Not as user-friendly	Human services case management software with strong customer support
<b>Ideal for:</b>	Organizations of all types that have the budget/resources for it	Social work organizations with prior tech expertise to set-up the CRM and are looking for an alternative to Salesforce	Would not recommend	Organizations that are also using Salesforce and specifically need a workforce development case management app to add on	Nonprofits and community organizations looking for human services case management software	Organizations looking for a highly customizable case management software outside of Salesforce ecosystem	Small organizations that are looking for case management software that is easy-to-use and provides great customer support outside of Salesforce



# Case Management CRM

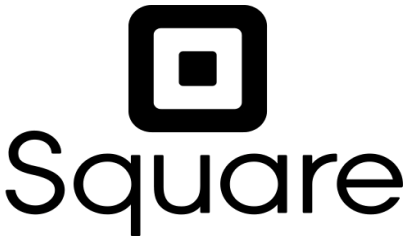






# Case Management CRM

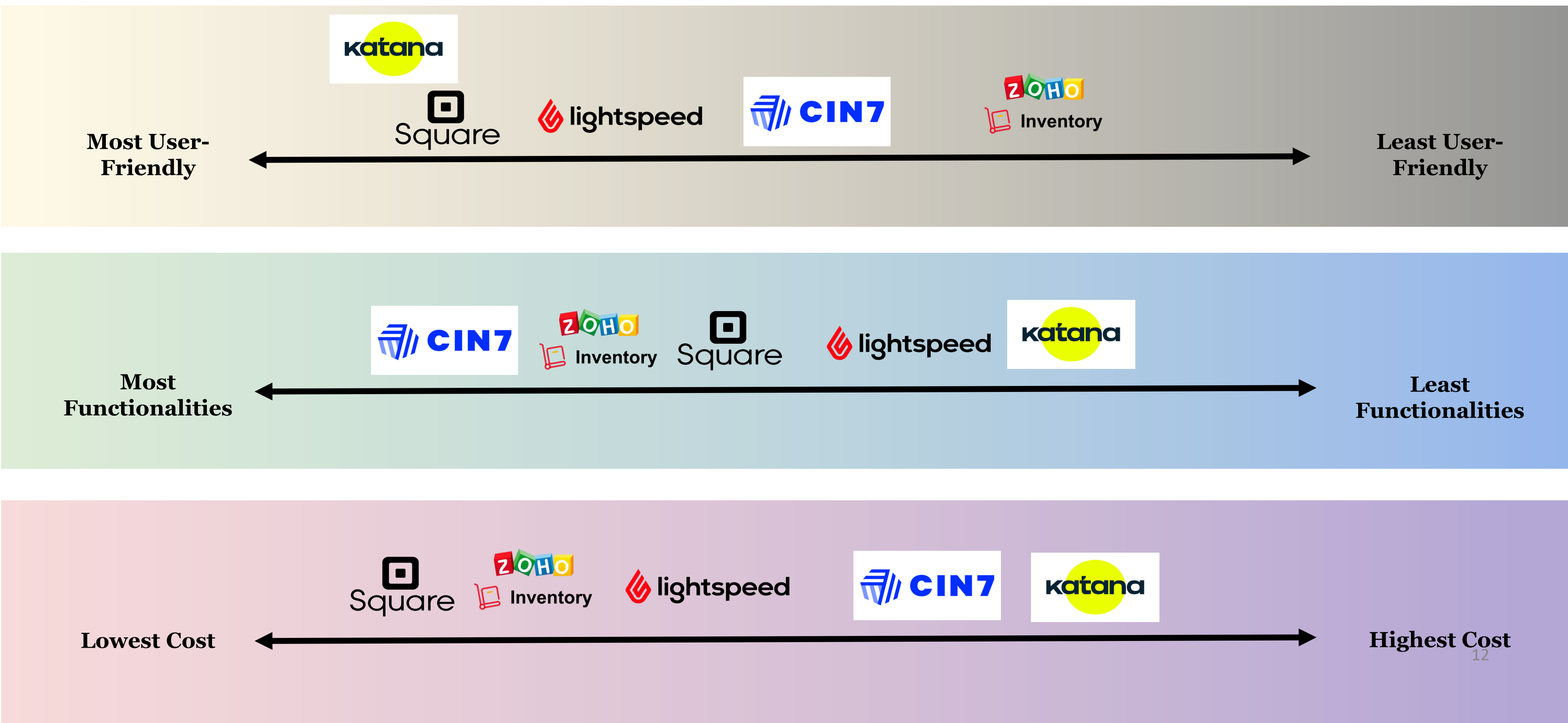


# Inventory Management CRM

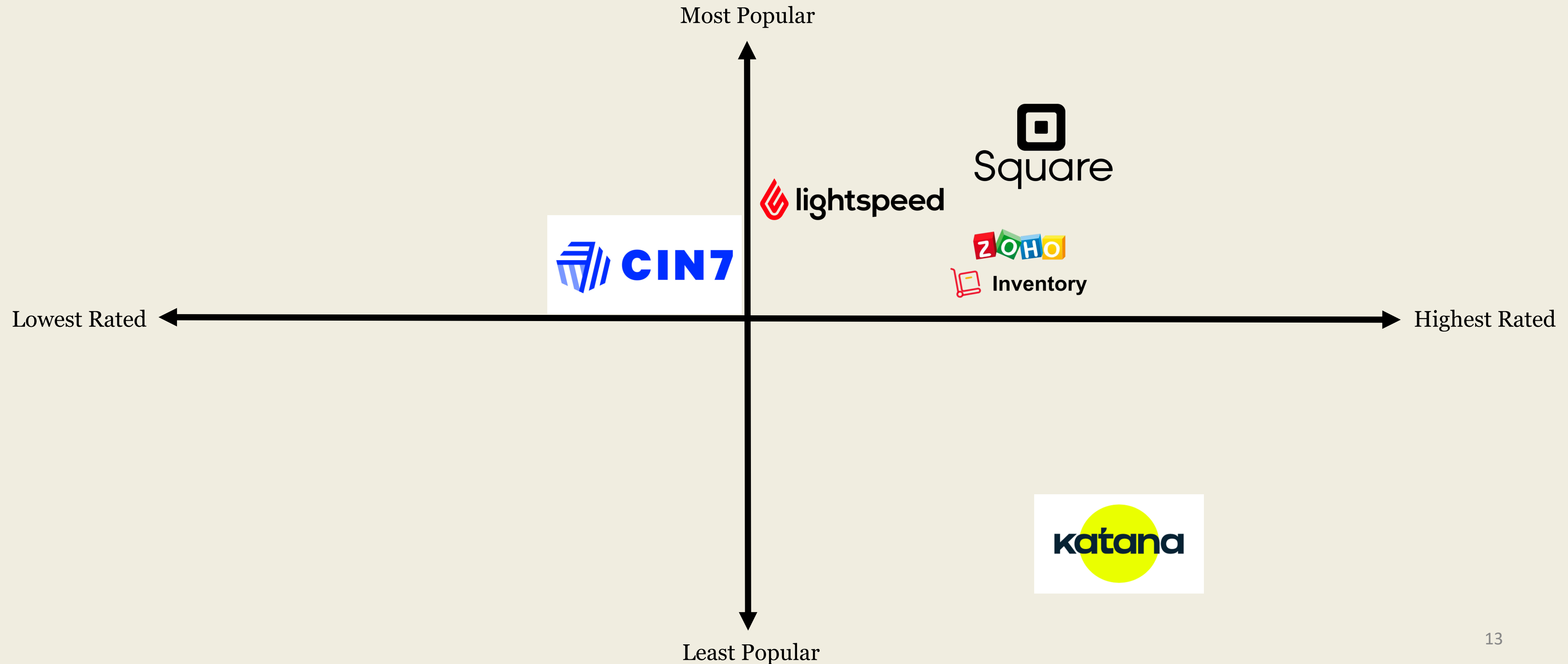
Software for managing and tracking inventory and items along an organization's supply chain

					
<b>Overall Takeaway</b>	Market-leading software for retail processing with inventory management included	Good inventory management software that integrates online and in-store sales, especially for retailers	Easy-to-use and set-up ERP software for manufacturing companies.	Strong inventory management tool with great onboarding resources	Inventory management software that is best for SMBs.
<b>Ideal for:</b>	Businesses who are looking for the full retail suite of software and POS products in one	Retail businesses that have both online and in-store sales	Manufacturing companies selling on e-commerce platforms	Organizations looking specifically for an inventory management and order management solution	SMBs that are looking for an effective but cheaper option.

# Inventory Management CRM



# Inventory Management CRM





# CRM Top Choices



Best overall CRM platform for managing everything from customer relationships to case management



Best low-cost, straightforward CRM software for an easy set-up and user-friendly interface



Best low-cost CRM software with expansive functionalities that also has a separate, highly-rated inventory management software



Bonus: Advanced database software that can be utilized by organizations that require a more robust platform for managing their data but don't need a full CRM

# Thank you!








For questions, please contact Kevin Bai at [kevin.bai.2022@anderson.ucla.edu](mailto:kevin.bai.2022@anderson.ucla.edu)

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# Appendix

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# General Business/Sales Management CRM - Overview








							
<b>Overall Takeaway</b>	Market leader, best-in-class, full-suite CRM software and platform but with high costs	Lowest-cost, simplistic CRM for startups and SMBs	Low-cost, powerful CRM but challenging to set up and use. Cheapest software to scale up with.	Straightforward, easy to set-up and use CRM for SMBs with a focus on sales	Easy to use and intuitive CRM for SMBs with great customer support	Powerful tool within the Microsoft ecosystem but falls short on many fronts	Powerful and easy-to-use CRM with high costs
<b>Cost</b>	Free for first 10 users for nonprofit orgs, \$25/month/user for Essentials tier, \$75/user/month for Professional edition	\$7/month/user	Free for 1st 3 users, \$14/user/month for Standard, \$23/user/month for Professional, \$40/user/month for Enterprise tier	\$12.50/month/user for standard, \$24.90/month/user for advanced tier,, \$49.90/month/user for enterprise tier	\$15/month/user	\$70/user/month for Essentials, \$100/user/month for Premium	Free for first 2 users, \$29/user/month for Plus, \$49/user/month for Professional, \$99/user/month for Enterprise tier
<b>User-friendliness</b>	Medium	High	Medium	High	High	Low	High
<b>Scalability</b>	High	Low	Medium	Low	Medium	Medium	Medium
<b>Ideal for:</b>	Organizations of all types that have the budget/resources for it	Small organizations that are looking for the cheapest, simplest CRM to start out with	Large organizations that want a powerful CRM but need a cheaper alternative to Salesforce	Organizations that are focused on using the CRM to manage their sales pipeline and want a simple set-up	SMBs that are looking for a CRM that is cheaper and has an easier set-up than Salesforce	Would not recommend	SMBs looking for a CRM that is both powerful and intuitive

# General Business/Sales Management CRM - Pros & Cons








							
<b>Pros</b>	<ul style="list-style-type: none"> <li>• Powerful and easily customizable</li> <li>• Hands-on training available through trailhead</li> <li>• Intuitive user interface</li> </ul>	<ul style="list-style-type: none"> <li>• Cheapest costs</li> <li>• Intended for a very simple set-up</li> <li>• All features are accessible on mobile</li> </ul>	<ul style="list-style-type: none"> <li>• Easy to scale up</li> <li>• Customizable with expansive features</li> <li>• Powerful CRM product</li> <li>• Cost is lower than comparables</li> </ul>	<ul style="list-style-type: none"> <li>• Simple and intuitive user interface</li> <li>• Easy set-up and use</li> </ul>	<ul style="list-style-type: none"> <li>• Intuitive user interface</li> <li>• Wide range of help and support options</li> <li>• Mobile-friendly</li> <li>• Low-cost</li> </ul>	<ul style="list-style-type: none"> <li>• Well-integrated with other Microsoft technology products</li> </ul>	<ul style="list-style-type: none"> <li>• Smooth data input and sharing</li> <li>• Highly customizable</li> <li>• Easy-to-learn and intuitive user interface</li> </ul>
<b>Cons</b>	<ul style="list-style-type: none"> <li>• Complex CRM set-up and deployment</li> <li>• Steep learning curve for administrators</li> <li>• High costs</li> </ul>	<ul style="list-style-type: none"> <li>• Limited customizable features</li> <li>• Poor customer support</li> </ul>	<ul style="list-style-type: none"> <li>• Complex set-up and deployment</li> <li>• Steep learning curve for administrators</li> <li>• Poor customer support</li> <li>• Confusing UI</li> </ul>	<ul style="list-style-type: none"> <li>• Limited functionalities for the price point offered</li> <li>• Less dynamic and customizable than other CRMs</li> </ul>	<ul style="list-style-type: none"> <li>• Customizability can be limited</li> <li>• Features and reporting capabilities fall short of Salesforce and Zoho CRM</li> </ul>	<ul style="list-style-type: none"> <li>• Steep learning curve</li> <li>• High prices</li> <li>• Lacks customizability of Salesforce</li> </ul>	<ul style="list-style-type: none"> <li>• Lacks some advanced features</li> <li>• More expensive than similar competitors</li> </ul>



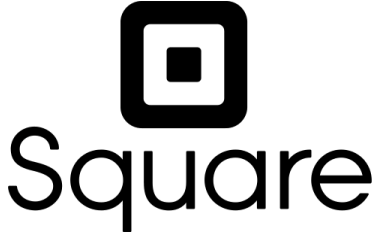




# Case Management CRM - Overview

							
<b>Overall Takeaway</b>	Market leader, best-in-class, full-suite CRM software and platform. Comes with high costs.	Case management software with data and analytics. Steep learning curve and user experience leaves much to be desired.	Database software used to consolidate data, caseloads, and service delivery programs. Shortcomings on various fronts.	Workforce Development Case Management App on the Salesforce Platform. High costs and with a significant learning curve	Easy-to-use human services case management software	Highly customizable human services case management software with abundant support resources available. Not as user-friendly	Human services case management software with strong customer support
<b>Cost:</b>	Free for first 10 users for nonprofits, \$25/month/user for lowest tier, \$75/user/month for professional edition	Unavailable to the public	Unavailable to the public	\$249/user/year	\$20/month/user for basic, \$40/month/user for Plus, \$60/month/user for Pro	Unavailable to the public	\$25/user/month for Starter tier, \$49/user/month for Growth tier, \$69/user/month for Professional tier,
<b>User-friendliness</b>	Medium	Low	Low	Low	High	Medium	High
<b>Scalability</b>	High	Medium	Low	Meidum	Medium	High	Low
<b>Ideal for:</b>	Organizations of all types that have the budget/resources for it	Social work organizations with prior tech expertise to set-up the CRM and are looking for an alternative to Salesforce	Would not recommend	Organizations that are also using Salesforce and specifically need a workforce development case management app to add on	Nonprofits and community organizations looking for human services case management software	Organizations looking for a highly customizable case management software outside of Salesforce ecosystem	Small organizations that are looking for case management software that is easy-to-use and provides great customer support outside of Salesforce

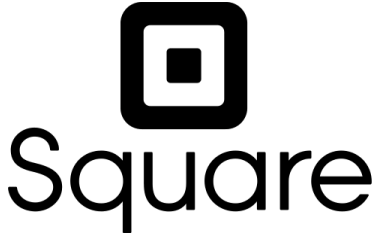




# Case Management CRM - Pros & Cons

							
<b>Pros</b>	<ul style="list-style-type: none"> <li>• Powerful and easily customizable</li> <li>• Hands-on training available through trailhead</li> <li>• Intuitive user interface</li> <li>• Hosting platform for other add-ons</li> </ul>	<ul style="list-style-type: none"> <li>• Customizable and flexible system</li> <li>• Helpful customer support</li> <li>• Website lists a few designated implementation partners</li> </ul>	<ul style="list-style-type: none"> <li>• Customizable software</li> </ul>	<ul style="list-style-type: none"> <li>• Catered for workforce development programs with a pre-built workforce development module</li> <li>• Helpful customer support</li> </ul>	<ul style="list-style-type: none"> <li>• Easy-to-use software</li> <li>• Customizable system</li> <li>• Responsive customer support</li> </ul>	<ul style="list-style-type: none"> <li>• Highly customizable</li> <li>• Good customer service support</li> </ul>	<ul style="list-style-type: none"> <li>• Good customer service</li> <li>• User-friendly interface</li> </ul>
<b>Cons</b>	<ul style="list-style-type: none"> <li>• Complex CRM set-up and deployment</li> <li>• Steep learning curve for administrators</li> <li>• High costs</li> </ul>	<ul style="list-style-type: none"> <li>• Reporting is complex</li> <li>• UI not also intuitive</li> <li>• Steep learning curve</li> </ul>	<ul style="list-style-type: none"> <li>• System runs slowly</li> <li>• Not user-friendly</li> <li>• Software still has a lot of bugs</li> <li>• Customer support is spotty</li> </ul>	<ul style="list-style-type: none"> <li>• Some difficulties with set-up and usage</li> <li>• Significant learning curve</li> </ul>	<ul style="list-style-type: none"> <li>• Limited functionalities with reporting</li> <li>• System is sometimes slow or crashes</li> </ul>	<ul style="list-style-type: none"> <li>• Not always intuitive for the end user</li> <li>• Steep learning curve doing set-up for those that are less tech savvy</li> </ul>	<ul style="list-style-type: none"> <li>• Parts of system lack flexibility</li> <li>• Software still has some bugs to overcome</li> <li>• Software doesn't scale well yet</li> </ul>

# Inventory Management CRM - Overview

					
<b>Overall Takeaway</b>	Market-leading software for retail processing with inventory management included	Good inventory management software that integrates online and in-store sales, especially for retailers	Easy-to-use and set-up ERP software for manufacturing companies.	Strong inventory management tool with great onboarding resources	Inventory management software that is best for SMBs.
<b>Cost</b>	"Free" at the lowest tier (not including processing rates per transaction), \$60/month/location for Plus tier, customer pricing for Premium tier	\$70/month for Lean tier, \$139/month for Standard tier, \$239/month for Advanced tier (all tiers come with only 1 register), processing rates are 2.6% plus \$0.10 for in-person transactions	\$99/month for Essential plan, \$299/month for Advanced plan, \$799/month for Professional plan	\$95/month for Essentials tier, \$195/month for Standard tier, \$295/month for Enhanced tier, \$500/month for Enterprise tier	Free for the lowest tier, \$59/month for Standard tier, \$99/month for Professional tier, and \$159/month for Premium tier, \$239/month for Elite tier
<b>User-friendliness</b>	High	High	High	Medium	Medium
<b>Scalability</b>	High	Medium	High	Medium	Medium
<b>Ideal for:</b>	Businesses who are looking for the full retail suite of software and POS products in one	Retail businesses that have both online and in-store sales	Manufacturing companies selling on e-commerce platforms	Organizations looking specifically for an inventory management and order management solution	SMBs that are looking for an effective but cheaper option.

# Inventory Management CRM - Pros & Cons

					
<b>Pros</b>	<ul style="list-style-type: none"> <li>• Easy to set-up and use</li> <li>• Good customer support</li> <li>• Inclusive of retail POS products</li> </ul>	<ul style="list-style-type: none"> <li>• Good integration between e-commerce and in-store retail</li> <li>• Overall easy to set-up and use</li> <li>• Customer service is usually responsive and helpful</li> </ul>	<ul style="list-style-type: none"> <li>• Easy set-up</li> <li>• Intuitive user interface</li> <li>• Connects well with QuickBooks</li> </ul>	<ul style="list-style-type: none"> <li>• Good onboarding support</li> <li>• Expansive functionalities</li> </ul>	<ul style="list-style-type: none"> <li>• Lots of integrations available</li> <li>• Cheap price (or free) for the lower tiers</li> <li>• Customizable inventory system</li> </ul>
<b>Cons</b>	<ul style="list-style-type: none"> <li>• Offers a full suite of services that may be unnecessary and overwhelming for the user</li> <li>• Some reviews complain of hidden fees</li> </ul>	<ul style="list-style-type: none"> <li>• Software appears to lack customizability for some business types</li> <li>• Occasional bugs and outages</li> </ul>	<ul style="list-style-type: none"> <li>• High costs</li> <li>• Some features lack customizability</li> </ul>	<ul style="list-style-type: none"> <li>• Steep initial learning curve with some challenges for set-up</li> <li>• Customer support is spotty and sometimes slow to respond</li> <li>• UI is not always intuitive</li> </ul>	<ul style="list-style-type: none"> <li>• Poor customer and onboarding support</li> <li>• Some integrations are not as smooth</li> </ul>

# Advanced Database - Overview



<b>Overall Takeaway</b>	Straightforward and easy-to-use advanced database tool. Not a CRM.
<b>Pros</b>	<ul style="list-style-type: none"><li>• Easy to set-up and use</li><li>• Extremely versatile</li></ul>
<b>Cons</b>	<ul style="list-style-type: none"><li>• Lacks extensive features and apps that CRM systems have</li><li>• Some limitations on formatting</li></ul>
<b>Cost</b>	\$0 for 1,200 records/base, 2GB attachment and 2 weeks of history, \$12/user/month for 5K records/base, 5GB attachment space & 6 months history, \$24/user/month for 50K records/base, 20GB attachment space and 1 year history
<b>User-friendliness</b>	High
<b>Scalability</b>	Medium
<b>Ideal for:</b>	Organizations that are only looking for a more advanced way to manage their database without a full CRM