***How Phone Integration With CRM Can Turn Into Success***

Customer Relationship Management (CRM) with phone integration is the most advanced tool that you should use in today's business and sales environment. It not only accelerates your business growth but also manages, synchronizes customer data efficiently. It is the best way to enhance and to keep healthy relationships with your consumers. That’s why multinational companies and small businesses are investing a very large amount of money in phone integration with CRM. If your business has to survive in this overcrowded market and if you have to keep yourself as a healthy competitor in this cut-throat sales atmosphere you must implement CRM phone integration in your organization. Following are some of the key benefits that decides how phone integration with CRM can lead your company on the road to success:

**1)Eye-catching growth in business and sales**:

This is the most prominent goal of adopting CRM phone integration. Giant companies in the market like Wells Fargo, Bespoke, Munchery are experiencing the great achievement in revenue due to this modern tool. It allows you to match sales ready leads to the appropriate sales people. As soon as leads are generated they are passed to sales department. With CRM phone application implemented into your business you know you have built in automation processes that graduate the steps in sales cycle to get your team organized and efficient. It enables you to follow quality leads as well as reduce time wastage following prospects. You get 360 view on sales cycle which in turn helps you in finding out weak links in the sales process as well as creating sales opportunities across sales cycle. Additionally, for generating consistent revenue you gain an upper hand of filling sales pipeline with quality leads. Moreover, you can also cross check customer services, design customer reward services.

**2)Increase in profit and high efficiency:**

Profitability is much more than just generating accelerated sales. Basically, profitability is implementing efficient and beneficial operations across your business. It also ensures you which sales opportunities are reduced, lost and finding new ones. With the help of CRM phone integration, employees solve the customer issues, problems very quickly and easily. For instance, if a consumer purchased some faulty device then he/she can demand customer care for the replacement of the device. Then the employer of your company ask customer for serial number, date and delivery time of device. This information supports employer to get access to respective databases and finally solve the issue. Also customer information automatically pops up whenever he/she calls customer care. In this way CRM phone integration is saving employee time and effort to collect database of consumer.

 **3)Building healthy relationships with customer:**

Healthy relationships with customer are the roots of every famous organization. This fame does not mainly depend on how many millions your company is earning. It depends only on your consumer

interaction. With CRM phone integration, you are strengthening these roots which ultimately lead to glory. Also, it enables you to break the ice between you and your consumers and developing forums where customers can share their queries. By placing emphasis on relationship-based and not transaction-based service you are increasing customer retention and attention. Due to phone integration you are fulfilling user needs and importantly you are gaining their trust. Interactions with customers are richer if the content of your message is using intelligence. Today's phone CRM integrating systems provide you customer view from all facets. So develop your business to the peak of full potentials with deep customer relationships.

**4)Quality performance by employers:**

If you have to provide better service to customer, then you have to manage everything from complaints to sales opportunities. The feedback and suggestions that you get from customers will help you to have an overlook on strengths and weakness of employees. With good CRM-phone integration employees can avoid failure in finding customer profile or misdial mobile numbers which in turn make them quality workers. This quality time they can invest on sending mails, messages about your new services, products to their buyers. You can reward your team members with superb output.

**5)Accessing database anytime, anywhere:**

Mobile or phone CRM is created to have detailed information about customer anytime at your fingertips. It operates anywhere whether you are in office, home or you are enjoying trip. You can control their actions, records of sales, purchase histories and invite employees, leads to meetings and events. This mobility allows you to update and make changes in real time to keep everyone in your team on same page. Virtual Phone System is the best interaction platform for businesses that require different kind of chat services such as call routing, fax.

 A Look At The Top CRM phone integrated Software Systems:

1)Pipedrive: It is the best software which has won Supreme Software Award in 2016.It is top-notch and amazing tool for all industries. It is used by most of the big companies. The unique identity of Pipedrive that is it behaves like personal sales manager to keep your focus on right processes and deals.

2)ZOHO: ZOHO phone integrated CRM system enables industries to engage their customers on multiple platforms such as chat, email, social media. You can download their app from play store. It offers detailed analytics of team performance and customer’s life cycle. This system is used by Amazon, Benchmark and Selectra.

Innovate your business with good CRM phone integration strategies and actions. You must achieve your goal with this excellent tool.