BASIC CRM To ALL-IN-ONE CRM

Evolution of How It Came To Be

Late 1950's to 1970's
The Age of Mainframe Solutions

Launch of Independent **Mainframe Systems**, which could retrieve customer data and automate sales by creating and **managing databases.**

IBM & the **Seven Dwarfs** (NCR, Honeywell, GE, UNIVAS and others) were the first to manufacture these systems - although **IBM dominated the market later on.**

In this same period, **IBM** coined the term **'Helpdesk'** to refer to their call screening system.

1980's
Here Comes Database Marketing

Sales reps shifted from **direct marketing to database marketing** and went from throwing stabs in the dark to gaining extensive data on potential leads. This allowed companies to customize communications and ensure successful conversions.It was around that time that **Helpdesk** started answering and resolving simple questions.

Late 1980's
Welcome the CRM Age

In 1986, **Conductor Software** launched **ACT!** – the first contact management tool. A bulky system required a high level of technical expertise for usage & adoption

In late 80's, other companies such as **Goldmine** also released their **CRM systems.**

Early 1990's
Birth of Acronyms: ERP & SFA

In early 90's, database marketing transformed into **sales force automation (SFA).**

In 1993, Tom Siebel left **Oracle** to start **Siebel Systems**, which quickly became the leading **SFA** provider.

In 1995, terms like **'enterprise customer management' & 'customer information system'** became widespread.

By 1997, the **CRM** industry moved away from **customer solutions** towards **enterprise resource management (ERP).**

Helpdesk became popular and companies began to empower users to help themselves via this system.

Late 1990's
CRM Goes Online

In 1999, **Siebel** launched the first **mobile CRM – Siebel Sales Handheld.**

PeopleSoft, **SAP & Oracle** followed suit by launching their own mobile version.

Adoption of **mobile CRM** was, however, **rather poor** - mainly due to lack of **adequate devices.**

Mid-1999 also saw the advent of the **cloud based CRM**, which experienced better adoption as it was a **affordable alternative** compared to expensive **on-premise CRM.**

In 1999, Salesforce.com introduced the first **Software-as-a-Service (SaaS) CRM** and **Eloqua** started its first marketing automation software, which was acquired by Oracle shortly after.

Early 2000's
The Internet Bubble

In early 2000's, **Paul Greenberg's book "CRM at the Speed of Light"** suggested a more comprehensive CRM system that manages all aspects of business relationships.

In 2003, **Microsoft Dynamics** became a leading player in the on-premise CRM industry by merging CRM with its legacy systems MS Office & Outlook.

In the same year, the **marketing automation** field welcomed new blood - **Infusionsoft** and **MailChimp.** During the same time, **Helpdesk** evolved into support centres.

Mid to Late 2000's
Enter Open-Source CRM & Cloud-based CRM Trends

In 2004, **SugarCRM** pioneered open-source enterprise systems.

In 2006, **Amazon** introduced **EC2 /S3** and rented out computer power to companies. This helped businesses save money by not investing resources on expensive powerful servers.

In 2007, **Salesforce.com** combined its cloud-based application development program with the SaaS to allow for customization of web-based CRM depending on specific business requirements.

The same year marked the arrival of **customer service systems and Zendesk**, a cloud-based customer support platform, entered the market.

Late 2000's
Hashtag Age of Social CRM

The late 2000's witnessed the meteoric rise of **social media** and the **customer relationship shifted from transactional to interactive.**

Around the same time, **Comcast released ComcastCares** – an application that focused on **customer interactions.**

In 2009, **Nimble**, a CRM focused on providing social media automation, also came into existence.

To take the customer service system industry forward, **Desk.com (known as Assistly back then)**, a SaaS customer service app was launched in 2011.

The Today & Tomorrow of the CRM

The present and future of CRM looks promising, as **cloud-based** and **SaaS CRM** solutions are gaining traction and becoming essential to businesses.

CRM software solutions are now focused on three main areas; **sales, marketing** and **service** - as well as providing mobility.

Customers are also opting for multi-channel CRM focused on **compatibility** and **responsiveness** across all types of devices.

CRMs such as **Salesforce, Infusionsoft** and **Agile CRM** are constantly improving their product to ensure it is robust, easily adaptable and highly portable. Also, to ensure it is **ALL-IN-ONE**

Areas such as **social media, content marketing** and **mobile** could be the future of this software down the road.