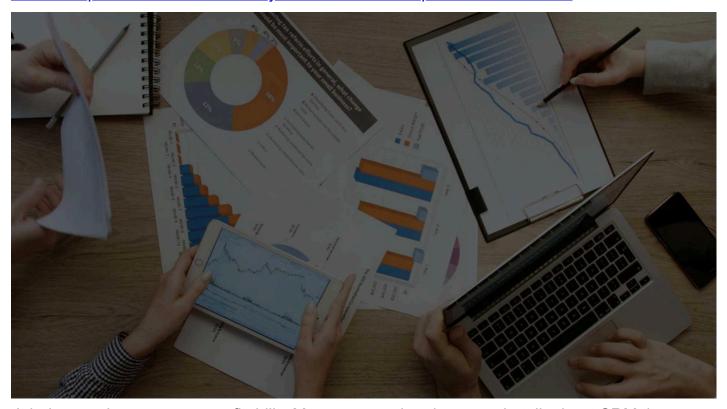# Customer Relationship Management (CRM) - WEBDIZER

Customer Relationship Management (CRM) is a strategy for managing all your company's relationships and interactions with your customers and potential customers.

It helps you improve your profitability.More commonly, when people talk about CRM they are usually referring to a CRM system, a tool which helps with contact management, sales management, workflow processes, productivity and more.