OROCRM™

The #1 CRM for Multi-Channel Businesses

All the features needed to optimize marketing, increase conversions, and grow sales.

Whether your online business is B2C, B2B, or multi-channel, OroCRM offers the most flexible and customizable open-source Customer Relationship Management solution.

HIGHLIGHTED CUSTOMERS

HandLab · SPARES·BOX · OVERTURE · april moto · SPG Signature Products Group · ADVISORS EXCEL · Frankfurt Airport · e|LUXURYSUPPLY.COM · PICK YOUR PLUM get it before your neighbor

LANG ANTIQUE & ESTATE JEWELRY SINCE 1969 · FRONT RUNNER · ICE design .com.au · RUNNER'S WORLD · Concealed Carrie · La Compagnie DES VACANCES LOCATIONS SAISONNIÈRES · SHOPALL24 Connecting Brands and Consumers · BLACK BOX · POCKETPETS

CABLING Quality Products for a Connected World · OzLighting .com.au · Just Wines justwines.com.au · CERTAINLY WOOD · brandlive THE E-COMMERCE AGENCY

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With the ability to address multi-channel requirements, OroCRM gives businesses a complete 360-degree view of the customer. This means sales team can be more efficient at closing deals and marketing can launch better targeted campaigns.

HIGHLIGHTED CAPABILITIES

ACCOUNT, LEAD, AND OPPORTUNITY MANAGEMENT

Manage all webstore customer accounts from lead to opportunity to customer.

360° VIEW OF YOUR CUSTOMER

Show every customer interaction including product viewed, orders placed, and emails sent all within a single view

ECOMMERCE PERFORMANCE DASHBOARD

Easily track key metrics such as average order value, abandoned carts, website visits, and new & returning customers all from our native dashboard

CUSTOMER SEGMENTATION

Build customer segments to make targeted offers to the right customer.

RFM ANALYSIS

Identify your top customers based on recency, frequency, and price of purchase

POWERFUL REPORTING ENGINE

Create relevant reports that help make informed decisions on sales, marketing, and business operations

WEB TRACKING

Connect website interactions on your online store to guests and customers

FLEXIBLE WORKFLOWS

Create and digitize internal processes to streamline sales and marketing productivity

> " We decided to use OroCRM because it offers us a single view of our customers online and in stores. Having a complete view of our customers at our fingertips allows us to deliver superior customer service, optimize our marketing efforts, and ultimately grow our business. "

Alison Floyd, Merchandise Manager, Lang Antique & Estate Jewelry   LANG