

Customer Relationship Management (CRM) Software Solution

REQUEST FOR INFORMATION

Date:	12 Apr 2024	Reference:	GS:24Q1
Originator:	H. Schuster	Recipient:	Maggie Muster
Company:	CRM Solutions	Company:	Good Software
Section:	123-Ab	Drawing Spec. Ref:	N/A

Details of the Request

Introduction

Good Software is a leading provider of software solutions for small and medium-sized businesses. We are currently in the process of evaluating CRM software solutions to streamline our customer management processes and enhance our customer experience. This RFI aims to gather information from potential vendors to inform our selection process.

Scope of Work

We are seeking a CRM software solution that meets the following requirements:

- Intuitive user interface for easy adoption and use by our sales, marketing, and customer service teams.
- Customizable dashboards and reporting functionalities to track key performance metrics and monitor sales pipelines.

Background

Good Software has been experiencing growth in our customer base, leading to an increased need for a robust CRM solution. Our goal is to implement a comprehensive CRM platform that will centralize customer data, automate workflows, improve communication, and provide actionable insights to drive business growth.

Vendor Information Requested

We request the following information from potential vendors:

- Company background, including years of experience in developing CRM software solutions.
- Details of previous CRM implementations, including client references and success stories.

- Seamless integration with our existing systems, including our email marketing platform and accounting software.
- Mobile compatibility to allow our teams to access customer data and manage tasks on-the-go.
- Advanced security features to protect sensitive customer information and ensure compliance with data privacy regulations.
- Overview of the software features and functionalities, along with any unique selling points.
- Pricing structure, including licensing fees, implementation costs, and ongoing support and maintenance fees.
- Technical support offerings, including availability, response times, and service level agreements.

Evaluation Criteria

Responses to this RFI will be evaluated based on the following criteria:

- Alignment with our functional and technical requirements.
- Demonstrated experience and track record in delivering CRM solutions.
- Cost-effectiveness and value proposition.
- Quality of support and maintenance offerings.
- Compatibility with our existing systems and technology infrastructure.

Confidentiality

All information provided in response to this RFI will be treated as confidential and used solely for the purpose of evaluating CRM software solutions for Good Software.

Deadline for Submission

Responses must be submitted by May 3, 2025, at 5:00 PM EST.

Submission Guidelines

Interested vendors are requested to submit their responses in PDF format via email to maggie@goodsoftware.com no later than May 3, 2025.

Contact Information

For inquiries or clarifications regarding this RFI, please contact Maggie Muster at the provided email address or phone number.

 **Disclaimer**

Submission of information in response to this RFI does not guarantee selection for further consideration or participation in the procurement process.

Conclusion

We appreciate your interest in partnering with Good Software. We look forward to reviewing your responses and exploring potential collaborations to enhance our customer relationship management capabilities.

--- End of Document ---