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What is a cloud CRM system by [Abigail Johnson](#)

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What is a cloud CRM system

What is a cloud CRM system and does your business need one? A cloud CRM, also known as an online CRM is an internet based customer relationship management system that allows you to manage your business anywhere at any time.

The Lunar CRM by Lunar Media Ltd is hassle free online CRM that needs no specialist CRM software to use, just one of the more popular internet browsers. With a CRM solution such as the Lunar CRM you are able to get real time updates on how your business is performing; including breakdowns of suppliers, products, staff and customers.

The Lunar CRM is a hosted CRM which means all your data is saved on secure servers that are constantly backed up; giving you peace of mind. As the Lunar CRM is fully hosted you don't need to pay for any specialist IT staff to be onsite. All development work is carried out remotely by Lunar Media's in house development team.

Want to know more? Visit www.lunarcrm.co.uk

customer relationship management system

Are your competitors taking your market share? It's not a good prospect in today's tough economic climate. You can improve your business and take back the competitive advantage by reducing your costs and improving productivity.

An online CRM is the key. A customer relationship management system such as the Lunar CRM allows you to manage all aspects of your business in real time, no matter where you are or what time of day it is. All you need for this web based CRM is access to the internet.

No specialist web CRM software is needed for the Lunar CRM; it will run off your current laptop or PC. As a fully hosted CRM it also means that your business data is held on a secure server which is constantly backed up. If you use other systems that you wish to retain, this is not a problem. The Lunar CRM integration platform allows other systems to be interlinked.

Want to know more? Visit www.lunarcrm.co.uk

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Lunar Media was set up with the sole goal of providing a CRM that would actually enhance a business operation. We had a pretty good head start; our IT Partner and founder has previously designed and developed several CRM™s for firms in the financial services industry. For more details, please visit <http://www.lunarcrm.co.uk/>

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