

Interview with Larry Caretsky, Commence CRM

Larry Caretsky, the President of Commence CRM, shares in his interview with [GoodFirms](#) how they developed this intuitive, feature-rich customer relationship management (CRM) software to help businesses perform exceptionally with its ingenious features, broad functionality, and value-added sales & marketing management.



Based in New Jersey, USA, [Commence CRM](#) is an all-inclusive cloud-based customer relationship management (CRM) system for small and medium-sized businesses. It provides comprehensive CRM, sales, and marketing tools on a unified platform. The software enables managing customer relationships, sales & marketing automation, lead generation services, integrated project management, service ticket management, and customer portal. It allows enhanced customer profile and customer segmentation management. The company also offers various sales and marketing services to help businesses perform better.

Commence CRM is a highly customizable, software-as-a-service (SaaS) platform that serves more than 20 different industries in a dozen countries worldwide, including service-related industries, legal, manufacturing, construction, and many more. The software helps automate processes, save time, reduce costs, enhance customer satisfaction, and boost profits for businesses.

Commence CRM SaaS platform is available through a flexible subscription-based model. The customers can choose between various modules or packages, including sales CRM, marketing CRM, project management CRM, and customer service CRM. These flexible packages allow need-based pricing and thus overall cost reduction.

GoodFirms interviewed and discussed the detailed offerings of Commence CRM software directly with Larry Caretsky, President of Commence CRM, to learn more about the product. Larry's role in the company involves managing all the USA and International operations.

Versatile CRM Software

Initiating the interview, Larry describes Commence CRM as an all-in-one CRM solution designed for mid-size businesses. The software offers a suite of functionality that rivals enterprise products at a much lower cost. It is perfect for those companies that require more functionality than is typically provided by traditional low-cost cookie-cutter CRM systems. Besides managing accounts, contacts, leads, and sales, Commence CRM offers marketing campaign management, help desk ticketing, a customer portal, and an integrated project management application.

“Our goal is to position Commence CRM as the supreme CRM solution in the market in the next 10 years, incorporating AI and leveraging big data to generate exemplary results,” says Larry.

When questioned about the objective behind the creation of Commence CRM, Larry explains that the initial goal was to provide an easy-to-use, single unified database for managing vital customer information and making it accessible throughout the organization. This gradually grew into offering solutions for sales & lead management, marketing, help desk, and project management.

Unique Features and Offerings

Commence CRM software, as Larry elaborates, is not a typical cookie-cutter CRM system. It offers various unique features, including lead scoring & ranking, a built-in organization chart, a graphical analysis of one's business for sales pipeline management, ticket management, and marketing tools. Besides, extensive multi-level reporting is another unique trait with a customer portal and an integrated project management application. The ability to customize more than just fields and reports is also a differentiator, Larry adds.

Larry reveals that many companies lack the expertise to build and manage a sales methodology or structure and use modern resources, i.e., digital marketing, SEO, and digital advertising, to build brand recognition and generate more business opportunities. He explains that Commence CRM is quite robust, highly customizable, and the winner of several awards, but what is driving its growth and success today is the array of marketing and sales enablement services the company has coupled with the software. It differentiates the company and the product from others and makes it stand out.

Customer Satisfaction and Retention

Larry claims that the customer satisfaction rate is pretty high for Commence CRM as also confirmed by the client testimonials on their website. He adds that they have been in business for 30 years and are viewed as a trusted name and a safe bet in the CRM industry.

Talking about customer retention, Larry informs that Commence CRM is SaaS-based software with annual contracts that must be renewed every year, and they have a 90+ percent renewal rate each year.

Dedicated Customer Support

The company offers reliable customer support for Commence CRM. Free email support is provided during normal business hours and paid customer support is available 24*7.

They additionally offer a knowledge base with FAQs to acquaint customers with the product. Besides, the company maintains an active blog with tips and techniques for improving sales, marketing, and customer service.

Commence CRM - The Best CRM Software

“Small and mid-sized companies often struggle with marketing and lead generation, and CRM tools can help, but these companies lack the expertise to get it done. Commence Corporation offers an array of value-added services. Commence has combined the top-rated CRM software with a team of professional sales and marketing personnel to assist businesses. This is the real differentiator for Commence CRM,” Larry quotes.

Commence CRM is emerging as a market leader and top customer relationship management software for businesses. GoodFirms researchers have endorsed Commence CRM as one of the best CRM software for its best-in-class features and offerings, multi-industry functionality, customer centricity, and flexible yet reasonable pricing.

To know more about the offerings of Commence CRM, one can also go through the detailed [interview](#) published at GoodFirms.

About GoodFirms

GoodFirms is a Washington DC-based research and review platform for software and services. GoodFirms empowers companies to choose the best software from its curated list of industry-leading software in various categories to enhance profits and grow beyond imagination. It performs extensive research and analysis to evaluate and rank the listed software on critical parameters like features, uniqueness, ratings, and verified user reviews. This diligently curated ranking highlights the top performers for every software category and boosts the buying credibility of the software.

About the Author

Lisa Brian is presently working as a Content Writer with GoodFirms, a Washington-based B2B research company well-known for its research methodology and listings of 60k+ software and services. Lisa’s current role revolves around gathering information and crafting it in a meaningful form that businesses can leverage. She helps companies communicate their vision and mission through digital platforms. Lisa believes in developing a symbiotic business relationship where companies mutually support each other and grow together.