

## **Commence Earns Recognition in Tekpon's Best CRM Software for 2023**

**Eatontown, NJ October 24, 2023** -- Commence Corporation is pleased to announce its recognition as one of the [Best CRM Software by Tekpon, an independent software review and listing service](#). "It has become increasingly difficult to differentiate yourself in the crowded CRM Software sector," said Larry Caretsky, President of Commence, "but we have continued to do so for more than two decades."

Unlike traditional CRM systems that enable you to manage accounts and contacts and a sales forecast, Commence CRM is an all-in-one platform that provides one single consolidated database for capturing, tracking, managing, and sharing vital customer information. Modular applications are available for sales, lead management, marketing campaign management, help desk with customer ticketing and a customer portal as well as project management. "You do not often find this level of functionality in products that target small to mid-size businesses," says Caretsky "and when you do, they are much more expensive to purchase and implement."

Another area that differentiates Commence is the array of professional services the company offers which includes lead generation programs, marketing template creation and distribution, content creation and bulk e-mail services. These services ensure that Commence customers realize the maximum value from the CRM software.

Tekpon's criteria for inclusion in the Best CRM Software lists 2023 include, functional strength, customizability, ease of use, customer service and overall cost of purchase and implementation. Commence CRM gets high marks in all areas.

Commence is ideal for companies of 10 to 100 users that need more capability than is available in lower end cookie cutter CRM systems, but who do not need or want the cost and complexity of enterprise level systems.

### **About Commence**

Commence is a CRM and Marketing Automation company that automates and streamlines the front office business processes that impact how businesses market, sell, and provide services to their customers. Commence CRM is cloud-based offering customers access to their data 24/7 and from any device. Commence CRM is utilized by businesses in 35 different industries and more than a dozen counties around the world.

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