

# Insider's Guide to Choosing a CRM in 2024

Find the perfect CRM solution to improve your team's efficiency, build stronger customer relationships, close more deals, and boost revenue.



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## Following this CRM insider's guide

Regardless of when or why you're searching for a new CRM solution, it's essential to consider all the necessary steps. Having a clear plan that outlines exactly what you need and how you're going to source it can make all the difference.

This insider's guide was developed with the sole purpose of walking you through each step of the process to ensure a successful CRM implementation. The guide highlights essential features and benefits to consider, what you can use your CRM system for, and how to implement your chosen solution effectively.

We also cover tips for ensuring your CRM is easy to adopt and which core KPIs and metrics you should track. And we'll show you how these metrics and KPIs give you deeper insight into CRM success and how to get the most out of your CRM to improve the success rate.

# Simplifying the CRM selection process

Perhaps you're selecting your very first customer relationship management (CRM) solution or looking to upgrade to a more advanced system. Either way, there are several factors to consider.

[Finding the right CRM](#) for your business needs is vital, and it's not a decision to be taken lightly. Following an effective guide like this one and focusing on a few critical considerations makes for a smoother, more simplified selection process.

At its core, a CRM's primary purpose has always been to help businesses build and maintain customer relationships.

Today, CRM platforms deliver far more, with the most advanced offering highly developed pipeline management, task automation, lead generation, app integrations, and so much more.

Your CRM search will reveal options that deliver seemingly infinite possibilities with all the bells and whistles. The drawback is that most of these systems cost a pretty penny and may be so complex that it takes a team of specialists to set it up.

The flip side of that is the simpler CRM platforms that offer the basics with no frills attached. Sure, many of these CRMs may be more cost-effective and easier to use, but they may offer less flexibility.

With so many different systems and features to choose from, determining your business's principal needs and market positioning will help you source the best CRM solution.

At the end of the day, you need to find a CRM that provides the primary functionality your team needs to boost efficiency and productivity. Your CRM should support your core brand values and reinforce what sets you apart from the competition. You'll also want a solution that suits your budget and gives you customization possibilities, further enhancing processes. Let's not forget that it must be easy to use to ensure your team will actually use it.

The trick is to invest in a CRM solution that gives you the perfect balance for your business objectives.

★★★★★ Apr 12, 2024

## "A Great CRM Platform with Exceptional Customer Support"

### What do you like best about Nutshell?

Nutshell is very easy to use, and very well documented for those feature that require a little deeper understanding of the system. Customization is easy and wide ranging. Lot of integrations are available through Zapier. Reporting features are great and well customizable. The only thing that is better than the platform itself is the customer service. A small group of experts who will go out of their ways to make sure that your issues are resolved. Most of my issues were just learning how to use certain features. Overall, awesome tool, great team.



# Enhancing the customer experience

The [customer experience](#) is at the heart of your prospect's decision to purchase your product or service. And every touchpoint along the buyer's journey, from awareness to buying your product, plays its part in molding the customer experience.

Having a great CRM at the helm ensures your customers enjoy a seamless experience each time they engage with your business. A top-notch CRM helps you improve team collaboration and information sharing for flawless customer interactions across departments.

CRMs with marketing functionality let you create automated and relevant customer messaging, further enhancing the experience. They also let your customers know that your company stays updated with advancements in business technology and that you prioritize their needs.



Choosing the ideal CRM solution for your company allows you to impact customer experiences in the following ways:

- ✔ Give your teams access to customer data that provides deeper insight, leading to highly personalized experiences.
- ✔ Assess your customer data to identify opportunities for improvement and use it to optimize the buyer's journey.
- ✔ Use customer organization-level data to understand customers' needs better and offer tailored products and services that align with their preferences.
- ✔ Automate repetitive, mundane tasks to increase sales, marketing, and support team efficiency, giving them more time to serve customers.
- ✔ Improve communication between teams and reduce errors with a central repository of customer information and interactions.
- ✔ With accurate, easily accessible information and automated activities, you can promote a faster, more consistent level of service.

Selecting a first-class CRM that meets your operational requirements can turn individuals, teams, and departments into customer gurus. With the data they need at their fingertips, your team members can create unbeatable customer experiences that lead to long-term brand advocates.

# Understanding CRM use cases

## Manage customer data

First and foremost, make sure the CRM system offers [excellent data management](#) tools. Managing contact and company information and interactions is the number one priority of a CRM solution. But you'll want more than just basic storage.

Find a CRM platform that allows you to organize and share customer and lead records, conversations, and purchase behavior. Your CRM data management system should empower you to produce personalized customer experiences across different channels.

## Acquire and qualify leads

One of the most essential functions of a CRM for sales teams is the ability to manage and nurture leads through an efficient system. Your chosen CRM should offer you tools to help you add lead information to the correct sales pipeline and score those leads for seamless prospecting.

Integration with website visitor tracking software and lead-capturing tools, such as web forms and landing pages, is a must for easy lead capturing. Some CRM solutions can even automate these tasks for you, saving your team a great deal of time.

## View and track leads

Once captured, your team needs easy access to lead information and their [progress through the pipeline](#). Your team will need to see the stage the lead is in and should be able to drill down into each stage to view complete and incomplete tasks and activities.

When sales and marketing teams can view and track leads this way, they can identify potential speed bumps quickly and act swiftly to change their approach and keep the lead moving through the pipeline. This functionality is also helpful in working out any kinks in your sales process.

## Create your sales process

When choosing a CRM solution, think about your unique business needs, including the type of products and services you offer and the markets you cater to. Your business model may call for several different sales processes due to various offerings and audiences.

Your CRM should let you tailor your sales process in a way that works best for your business, supporting greater efficiency and promoting more closed deals. Choose a CRM that gives you the flexibility to define pipeline stages, create custom record fields, and assign leads according to your team structure.

★★★★★ Feb 07, 2024

### "Outstanding"

#### What do you like best about Nutshell?

Really easy to get in touch with support. I have been able to build a CRM that makes sense for me and my business. I am able to use this everyday and with the app on the go. I am not the most tech savvy person, but uploading my contacts was easy and I had help from a Nutshell employee. It was very easy to integrate my email.

## Automate tasks and activities

While you may not be able to automate your entire sales process, most modern CRM platforms let you [automate repetitive tasks and non-selling activities](#).

Look for a system that allows you to automate the following essential tasks based on pre-defined triggers to save your team time and maximize productivity:

- Send email drip sequences and other routine marketing emails
- Schedule prospect meetings or calls
- Assign new leads that enter the pipeline
- Record all lead and customer interactions

## Onboard new customers

Implementing an effective onboarding process for a customer after your team has closed a deal is just as important as the sales process, and your CRM can help with that, too. A carefully considered onboarding procedure increases your chances of providing a pleasant customer experience, positively affecting long-term customer retention.

You could [build an onboarding system](#) using the same tools you used to create your sales process, automating certain tasks for added efficiency. Ideally, your CRM should integrate with other applications essential to client onboarding. The perfect onboarding experience can often lead to upsell opportunities after the initial sale.

## Bring sales and marketing together

Surprisingly, companies often overlook the relationship between sales and marketing teams and how unhindered communication between them leads to more sales and increased revenue. The CRM software you select should enhance [sales and marketing team collaboration](#), creating a revenue-generating force to be reckoned with.

A great CRM offers a centralized hub for teams to share customer and audience information, ensuring everyone is on the same page. These shared insights also help marketing teams optimize campaigns to ensure they bring the best possible leads into the pipeline for the sales team to nurture and convert.



## Monitor recurring revenue

If your company offers a subscription-based product or service, you'll need the ability to keep tabs on your recurring revenue to ensure it meets monthly and annual targets. Your CRM should provide at least a basic means of tracking monthly recurring revenue (MRR) increases and decreases and your total cumulative MRR daily.

Providing tools to automatically prompt customers to renew their subscriptions close to the expiration date would be a bonus. However, your CRM should provide the means to integrate applications to assist with subscription payments, renewals, upgrades, and more.

 Jan 28, 2024

### "Powerful, yet affordable, CRM for companies utilizing a next-action sales process"

#### What do you like best about Nutshell?

Nutshell CRM is an excellent solution that offers powerful yet easy-to-use sales process automation functionality. While we are a newer company, we sell to larger companies, so we have a longer and more complex sales cycle. Accordingly, we needed a CRM that was built for a stage-by-stage B2B sales process. Since our prospective customer and sales account targets are of high value, we utilize the next-action sales process. Which Nutshell is a perfect fit for, so that no leads in our sales process can slip through the cracks or allow the sales rep to skip sales process steps.

## Track and analyze performance

Another essential CRM use case is tracking and analyzing sales activity and performance through detailed reporting. Choose a CRM system that collects all the necessary data and [delivers intuitive reports](#) to help you monitor and evaluate your team's performance metrics.

Look for a CRM with reporting capabilities that give you the following types of sales metrics:

- Number of calls made
- Number of emails sent
- Number of demos hosted
- Number of proposals sent
- Number of deals in the pipeline
- Number of closed deals
- Number of cross-sells and upsells
- Percentage of leads qualified
- Rate of sales conversions
- Rate of customer churn
- Average length of sales cycle
- Customer lifetime value (CLV)
- Monthly recurring revenue (MRR)
- Annual recurring revenue (ARR)

Consider the metrics you need to establish your team's performance over a given period, including productivity and profitability.

# Encouraging easy user adoption

There's zero point in investing in a top-of-the-line CRM system and having none of your team members use it. This is often the case when employees are introduced to complex systems they struggle to figure out and use—and you end up pouring money down the drain.

There are several CRM characteristics to consider for the best possible user adoption rates. Look out for the following essential characteristics to ensure you sign up for a CRM system that's accessible and easy to use.



## User-friendly interface

A great CRM solution should be user-friendly, making it easy for new users to navigate and understand, with a minimal learning curve. When newly introduced software is easy to use, it's far more likely that your team will take to it and reap the benefits.

## User buy-in

Another factor influencing adoption is user buy-in. If you can demonstrate the advantages of a cutting-edge CRM system to team members, they're more likely to understand the personal benefits associated with using the software. As a result, they're inclined to give the new system a try.

## Customizability

To truly get the most out of your advanced CRM platform, it should be customizable, allowing you to tailor features and functionality according to your business needs. This level of adaptation will enable companies and teams to utilize all the tools for maximum efficiency and return on investment.

## Easy setup

You shouldn't need a crew of IT specialists to set up your CRM system. At most, a small team of administrators from your organization should suffice. In fact, when working with a world-class CRM, you should be able to set everything up yourself and have access to the CRM company's human support team to assist with any roadblocks.



# Essential CRM features for easy adoption

Some specific features you should keep an eye out for include:

## Simple interface customization

Your CRM should offer the ability to customize your dashboard and [tailor elements like lead board cards](#), task activity, calendars, and more. Preferably, customization should be possible through basic drag-and-drop functionality and should extend to the CRM's mobile application, too.

## Minimal training required

Where team members have never used a CRM platform before, some training may be necessary to familiarize them with the interface and tools available. However, a good CRM solution should include in-app walkthroughs and video training to see sales, marketing, and support team members through this process. Those familiar with CRM systems should be able to start using your upgraded system immediately.

## Easy mobile usage

Any great CRM system will offer a mobile application for teams to stay connected on the go. Setting up your mobile app should be hassle-free, and using the application on your mobile device should be equally straightforward, allowing access to all the essential information.

★★★★★ Nov 16, 2023

**"Finally a CRM that a sales team loves and is simple to use!"**

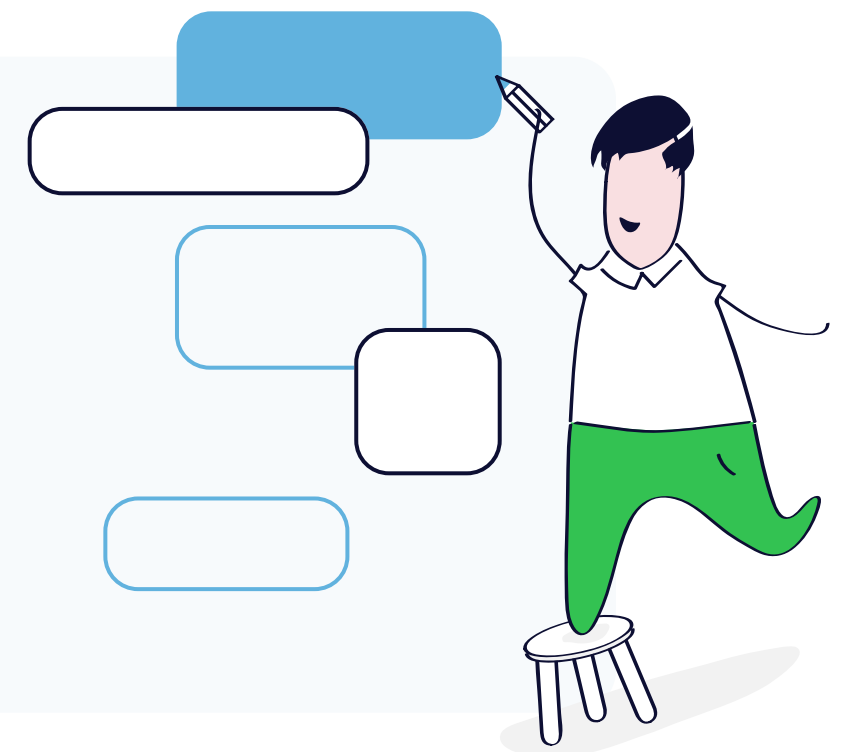
### What do you like best about Nutshell?

The hardest part about CRMs for us in the past was the buy in from our sales team. The complexity and design just never inspired them to see it as the "source of truth" we hoped for. Not with Nutshell. Our team enjoys using it, finds it simple to navigate and as a result they actually use it!

# Improving internal processes

Your CRM should do more than store, organize, and share customer data. With a top-notch CRM system, your teams and departments can align information relevant to several important aspects of your business, including:

- Goals and key performance indicators
- Terminology and definitions
- Structured systems and processes
- Custom workflows
- Policies and procedures
- And more.



A great CRM solution should give you the tools to make account handoffs and customer onboarding an absolute breeze through shared, standardized processes. Building in shared structures like these ensures consistent processes across the board, leading to greater customer satisfaction and retention.

The right CRM delivers a sophisticated sharing system that ensures everyone in the company who needs it has the same information—and that you can restrict user access to certain kinds of data with permissions and controls. When information is shared effectively, it reduces inaccuracies and streamlines workflows, increasing productivity and profitability.

★★★★★ Mar 01, 2024

## "Very User-Friendly & Easy to Get Started"

### What do you like best about Nutshell?

Easy to use when I was new to using a CRM. Nice clean interface. Very helpful and responsive support team. Very good support materials too.

# Driving results with an AI-powered CRM

When artificial intelligence and customer relationship management combine, they form a formidable union ready to elevate your processes and inspire business growth.

Opting for a CRM solution with [AI-powered functionality](#) opens up a world of opportunities that will make your team more efficient and productive.

One of the standout benefits of AI is that it provides the ability to create and achieve exponentially more while being incredibly easy to use.

Your AI-powered CRM provides built-in tools that allow you to predict results and automate activities without needing data science experience.

★★★★★ Mar 20, 2024

## "Easy to use and no fuss CRM + marketing for SME"

### What do you like best about Nutshell?

It's easy to use and includes mail marketing and a scheduler for customers to book meetings (integrated to Gmail/Calendar). The mail automation is fantastic.

I also use the notification (integrated to Google Notification) to remember to contact customers and do out reaches.

I use it daily, and the customer support is outstanding and friendly :)

# What can you do with an AI-powered CRM?

These are just a few of the remarkable things you can do with your [AI-powered CRM](#) system:

- **Lead scoring:** Use AI to determine the likelihood of your lead converting.
- **Sales opportunity scoring:** Your CRM's AI features can establish a prospect's likelihood to close.
- **Next action sales:** Let AI guide your team through the pipeline with a [next-action-based selling](#) approach.
- **Customer lifetime value:** Analyze a customer's purchases, information, and behavior with CRM AI to determine the customer's value to your business.
- **Templated documents:** Quickly create templates and standardized outlines for internal guides, instructions, and communications using AI.
- **Forecasting and predictions:** Your AI-powered CRM can help you plan by forecasting sales, predicting customer churn, and more.
- **Record keeping:** Let AI automatically record specific actions and events for future access so nothing is missed.
- **Automated assignments:** Save time by setting up our built-in CRM AI to automatically assign tasks and lead ownership to team members when specific criteria are met.
- **Identify trends:** AI can pinpoint customer behavioral patterns and trends to help you optimize your sales process and marketing efforts.
- **Upgrade support:** Offer 24/7 support to customers and prospects with chatbot interactions powered by conversational AI.
- **Content creation:** Ask a generative AI tool to craft sales and marketing emails, call scripts, and social media posts in a flash.
- **Intuitive reporting:** Conduct a performance analysis and draw detailed reports using AI to highlight strengths, weaknesses, and opportunities.
- **Audience segmentation:** Leverage your CRM AI features to segment your customers and leads for highly targeted, relevant, and personalized messaging.



# Adapting to your company's needs

Customizing your sales process and pipeline isn't the only way to adapt your CRM to meet your business's specific needs. If you plan to incorporate a more robust and complex system within your organization, there are a few infrastructure factors to consider.

If you plan to [integrate your CRM](#) with your current technology and setup, make sure the software can be configured to accommodate your company infrastructure and exclusive user needs. It's also wise to consider how the system might need to be adjusted when your company expands and whether the CRM offers the flexibility to grow with your business.

Some critical elements to think about in this regard are as follows:

- **Coding requirements:** Perhaps your organization needs to design a unique solution using the CRM and a significant amount of coding. Or maybe you're happy to acclimate to the existing CRM system with minimal programming required.
- **Mobile potential:** Reflect on whether your team needs access to all or some of the CRM features while on the go. If so, source a CRM solution that offers a [comprehensive mobile app](#) to help your team stay connected.
- **Hosting needs:** Where do you need your CRM to live? Consider whether your organization requires the software on-premises or in the cloud.
- **Integration features:** Think about how you want to use your customer data and what information you'd like to add to the data later. Look for a CRM that offers [plenty of app integrations](#) so you can optimize information and customer experiences across channels.
- **AI functionality:** Some CRM solutions offer more AI capabilities than others. Consider the parts of your processes you'd like to streamline and automate, then explore platforms that provide AI-powered tools to accomplish this.
- **Marketing tools:** Sales and marketing should work hand in hand, so it makes sense to have marketing features built into your CRM. Select a CRM system with [advanced email marketing tools](#), including newsletters, broadcasts, and an easy-to-use email builder.

★★★★★ Feb 15, 2024

"Very intuitive and helpful for small business"

What do you like best about Nutshell?

Nutshell is very easy to use. The customer support is immediate.





# Appreciating why connected customer data is crucial

Why are connected customer data and insights so important for your business? Without a central repository of customer information, each department will typically build its own data set.

This data might include customer contact information, audience demographics, market trends, and more. These departments will likely also create their own department-specific goals, systems, and processes to attain their objectives.

When each department does this separately, you'll often find inconsistencies in information that should be the same from one department to the next. Another problem is that processes across departments tend not to align with each other and often don't consider teams and customer touch points beyond their departments.

Cohesion is the answer, and investing in a great CRM solution is the best way to bring this information into a central system, monitor it, and share it across departments. Let's take a look at how connected customer data can benefit your business.

★★★★★ Mar 28, 2024

## "Easy matters"

### What do you like best about Nutshell?

Nutshell is so much easier to use than other CRMs. If you are going to use software all day you better like it.



## Comprehensive customer interaction overview

With a centralized data system, your team can see all interactions with each customer. Seeing a record of interactions allows you to assess past interactions and influence future communications with that customer.

For instance, with access to detailed notes on a previous conversation with a sales team member, your support team has the information they need to create a personalized experience for the customer when they contact your customer service department.

Your customer will more likely feel your team values their business and cares about resolving their problems. As a result, the customer experiences a positive interaction, leaving them satisfied and more likely to remain loyal to your brand.

## Data-driven decision-making

When your sales, marketing, support, finance, operations, and product departments share vital data and metrics, it gives teams and management a more holistic view of the company and its customers.

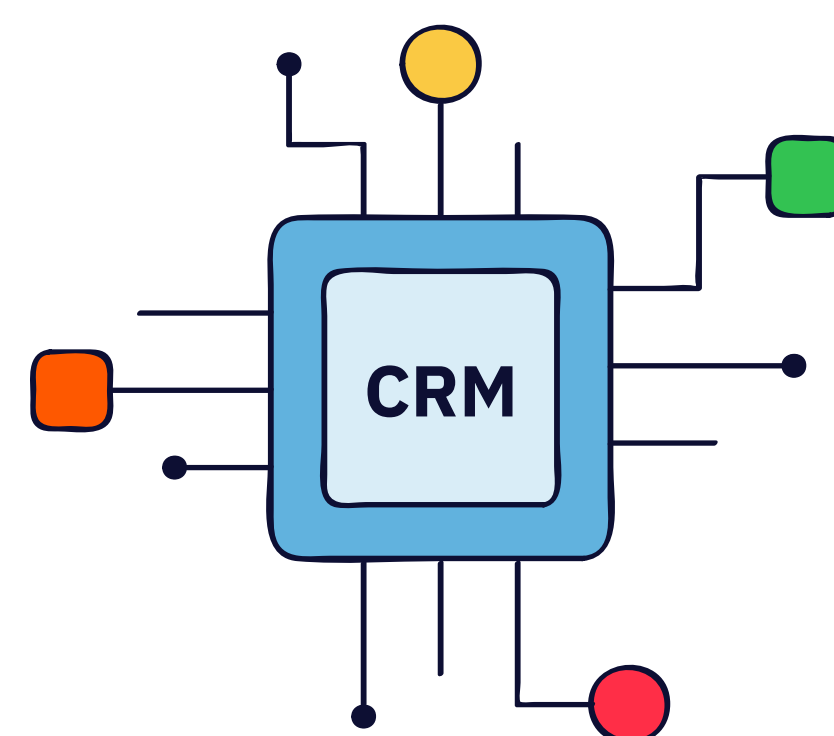
With all this information at your fingertips, you'll have deeper insight into customer preferences, market trends, common queries, product roadmaps, operational processes, and so much more. Your company can use this vital information to make informed decisions on everything from product updates to prospecting and beyond.

★★★★★ Nov 09, 2023

**"Nutshell is a great CRM that is integral to our business"**

**What do you like best about Nutshell?**

Nutshell is easy to use and navigate and helps organize everything that you need. As a CRM it has been vital to the success of our business.



# Measuring CRM success

So, how can you tell whether you're investing in the right CRM system for your company and if your team is using it to its full potential? Use our comprehensive CRM success checklist to ensure you get the most out of your new system. These are the criteria you'll need to track to ensure CRM success:

**Customer relationship management**

Ensure all departments have access to customer contact and activity data to pinpoint areas of improvement and ensure the best possible customer experience.

**Customer conversion rate**

Monitor and assess customer conversion rates at each pipeline stage to determine benchmarks and track progress.

**Recurring revenue**

Keep track of MRR and ARR figures and information on accounts won and lost per month.

**Team performance**

Determine how your sales and marketing departments have fared each month and quarter by analyzing all sales-related metrics, including:

- Typical sales cycle length
- Average size of deals
- Deal win rates
- Lead to opportunity conversion rate
- Lead response times
- Team efficiency

**Service level agreements**

Ensure you and your teams comply with service level agreements between your company and your customers.

**Customer and peer reviews**

Take note and keep a record of positive and negative customer and peer reviews across different channels.

- Customer retention**  
Spot potential customer churn before it happens and implement systems to meet and exceed your customer's expectations to reduce churn.
- User adoption**  
Set up a program to encourage positive user CRM adoption, including training, usage goals, and team incentives.
- Team efficiency**  
Leverage CRM automation and AI features to simplify and reduce complex workflows and improve productivity.
- Lead integrity**  
Qualify and score leads to ensure your sales team focuses on those more likely to convert, increasing team conversion rates.
- Manual vs. automated**  
Measure how recipients respond to manual and automated outreach and communications and compare response rates to determine which is best.
- Customer interactions**  
Track customer communications across channels and note how engagement improves as you optimize processes through your CRM.
- Support response rates**  
Monitor the average time your customer support team takes to reach and resolve calls and determine how to streamline processes to reduce this time.
- Customer onboarding**  
Examine whether your CRM system accelerates the onboarding process and request customer feedback to ensure a positive onboarding experience.
- Revenue and savings**  
Observe your revenue and cost savings over time to determine the financial impact of the CRM solution on your business.



# Optimizing CRM success

Tracking key metrics is an integral step toward CRM success. Another is to use the data you've gathered while measuring these metrics to identify opportunities and make improvements.

## Setting up tracking systems

When you know exactly which metrics you'd like to monitor, it's time to set up a system to track and gather the data you need. With an advanced CRM system, you can track several metrics and draw in a wealth of information to determine your KPIs.

You may need to utilize third-party tools to gather the necessary information for unusual or hyper-specific data. If you've chosen the right CRM system, you should be able to integrate these apps with your CRM solution directly, bringing all your essential metrics into one central database.

Bear in mind that you must ensure your data is accurate. You can achieve this by providing your team with strict guidelines for capturing information. Assign data cleaning and migration management to specific team members for the best results.

Customer feedback is also an important part of CRM optimization, making customer surveys and support team insights invaluable.

★★★★★ Nov 15, 2023

### "Essential to our biz development"

#### What do you like best about Nutshell?

Nutshell has proven absolutely critical to helping our newly established firm get off the ground and build our business from the ground up. It's allowed each member of our team to collaborate more efficiently and effectively.





## Creating reports

Gathering the necessary data is a vital part of the optimization process, but you'll need to create comprehensive reports to evaluate and use the data collected effectively. Your CRM should allow you to create sales reports quickly and easily.

Customizing your reports is essential and should be easy for everyone responsible, from your reps to your CEO, to read and understand. Your CRM platform should allow you to generate and share these reports effortlessly and offer tools that automate most of the reporting process.

## Using KPIs to optimize your CRM system

Through effective tracking and reporting, you can identify your primary KPIs and use them to establish CRM success. With this information, you'll be able to pinpoint strengths and pitfalls and know which areas of your process might require a different approach.

By adjusting processes and measuring your success over a determined period, you'll see what works and what doesn't, giving you the know-how to optimize your CRM system and how you use it.

★★★★★ Nov 09, 2023

**"Finally found a CRM that works for us!"**

### **What do you like best about Nutshell?**

The best part about Nutshell is how customizable it is for our company as well as each user can customize how they view their dashboard and data. It also integrates great with 3rd parties like Quickbooks, Outlook, and RingCentral. It is a great tool for our small company without having to completely overhaul how we do things day to day.

# Preparing for successful CRM implementation

When the time comes to implement your new CRM system, it's best to have a plan in place. In fact, you should develop and confirm the plan with all relevant stakeholders before purchasing the CRM to ensure a swift implementation process and to maximize your ROI.

Here are a few of the stand-out aspects and considerations of a [sound CRM implementation plan](#).

## Set an implementation timeline

Think about how long it may take to set up your new CRM and ensure everyone has access to the data they need. Also, consider how soon you'd prefer to have access to this information. Use these to determine a realistic timeline to ensure your implementation plan remains on schedule.

## Choose your CRM implementation team

We recommend selecting a team responsible for overseeing the CRM implementation process to ensure your CRM system integrates successfully within your organization. This could include project, training, installation, and testing managers.

Your team should consist of at least one or two individuals with software or engineering experience to field any technical issues that may arise. That said, when working with the best CRM companies, you should have access to a dedicated support team that provides technical assistance when needed.

## Determine your CRM implementation budget

It's important to clearly understand the cost of CRM implementation so you can set a budget before sourcing your new system. And it's not just the cost of the actual software that you should consider.

Think about residual costs associated with user training, third-party software integrations, and in-house development. Let's not forget your CRM implementation team—If you're unable to assign responsibility internally, you may have to contract team members for some or all of these roles.

★★★★★ Mar 12, 2024

**"You'd be Nutty NOT to choose Nutshell"**

**What do you like best about Nutshell?**

Its intuitive. It's great value. Support is excellent. We have tried a lot as an SME but Nutshell strikes the right balance for us.



# Close more deals with our all-in-one CRM solution

Nutshell is an award-winning, easy-to-use CRM system built to support your sales, marketing, and customer support efforts and delight your customers.

From intuitive task automation to enhanced team collaboration, pipeline management, email marketing, and so much more, Nutshell is equipped with all the tools you need for holistic customer data and relationship management.

Our affordable CRM platform also offers businesses software integrations with thousands of apps and crucial add-ons that take lead generation, marketing, and workflow optimization to a new level.

Discover how Nutshell can help your company maximize productivity, revenue, and profitability today! Sign up for our free 14-day trial—no credit card required. Or register for our next 30-minute live demo to see Nutshell in action and ask any questions you may have.

[START A FREE TRIAL](#)

[SEE A LIVE DEMO](#)