

CRM Magazine Names Its Second Annual “Top 100” Vendors

CRM magazine recognizes the top providers of customer relationship management technology for customer service, marketing, and sales.

NEW YORK, July 24, 2020--CRM magazine has compiled its 2020 list of the “Top 100” vendors of customer relationship management technology for customer service, marketing, and sales. [The list appears in CRM’s July/August 2020 issue.](#)

Along with the vendor list, CRM’s editors also identified the top trends in customer service, marketing, and sales. Not surprisingly, COVID-19 and the need for automation that it spawned in response to government-mandate shutdown, were top-of-mind across the industry.

“Things were churning along, and then the coronavirus hit. The business disruptions caused by the disease and the government response to it have generated renewed interest in and underscored the crucial role of CRM technology,” observed Leonard Klie, editor of CRM magazine. “Almost overnight, CRM technology became the sole way for companies to continue supporting employees now forced to work remotely, maintaining contact with customers and prospects who could no longer shop in stores, and handling a sharp spike in contact center volume.”

Below is the list of companies making this year’s “CRM Top 100” list and the market segments in which they compete:

3CLogic

Customer Service

Arise Virtual Solutions

Customer Service

6Sense

Marketing

Ask Nicely

Customer Service

8x8

Customer Service

Aspect Software

Customer Service

Act-On Software

Marketing

Avaya

Customer Service

Adobe

Customer Service, Marketing

Aviso

Marketing, Sales

Amazon Web Services

Customer Service

Bigtincan

Marketing, Sales

Bright Pattern

Customer Service

Calabrio

Customer Service

CallMiner

Customer Service

Cisco Systems

Customer Service

Clarabridge

Customer Service

ClearSlide

Sales

Cogito

Marketing

Concentrix

Customer Service

Confirmit

Customer Service, Marketing

Conga

Sales

Connectwise

Customer Service, Marketing, Sales

Conversica

Customer Service, Marketing, Sales

Conversocial

Customer Service

Copper

Marketing, Sales

Coveo

Customer Service, Marketing

Creatio

Customer Service, Marketing, Sales

Creative Virtual USA

Customer Service

Cyara Solutions

Customer Service

Demandbase

Marketing

DialogTech

Marketing

Directly

Customer Service

eGain

Customer Service

Experian Data Quality

Marketing

Five9

Customer Service

Freshworks

Customer Service, Marketing, Sales

Genesys

Customer Service

Gladly

Customer Service

Glance Networks

Customer Service

Google

Marketing, Sales

Gridspace

Customer Service

Helpshift

Customer Service

HubSpot

Marketing

Inference Solutions

Customer Service, Sales

Infor Global Solutions

Marketing

Informatica

Marketing, Sales

InMoment

Customer Service

Interactions

Customer Service

Intouch Insight

Customer Service, Marketing

Jacada

Customer Service

Kitewheel

Customer Service

Kustomer

Customer Service

LeanData

Marketing

Linked In

Marketing, Sales

LiveRamp

Marketing, Sales

LogMeIn

Customer Service

Medallia

Customer Service

Melissa

Marketing, Sales

Microsoft

Customer Service, Marketing, Sales

Mitel Networks

Customer Service

Neustar

Customer Service, Marketing

NICE inContact

Customer Service

NICE

Customer Service

Nuance Communications

Customer Service

Openprise

Marketing, Sales

Oracle

Customer Service, Marketing, Sales

Outreach

Sales

Pegasystems

Customer Service, Marketing

Precisely (Syncsort)

Marketing, Sales

Qlik

Marketing

Radial

Customer Service

Really Simple Systems

Customer Service, Marketing, Sales

RedPoint Global

Customer Service, Marketing

RingCentral

Customer Service

Salesforce

Customer Service, Marketing, Sales

SAP

Customer Service, Marketing, Sales

ServiceNow

Customer Service

SmartAction

Customer Service

Soffront Software

Customer Service, Marketing, Sales

SugarCRM

Customer Service, Marketing, Sales

Talkdesk

Customer Service

TeamSupport

Customer Service

Telenotes

Marketing, Sales

Teleperformance

Customer Service

Thunderhead.com

Marketing, Sales

TTEC

Customer Service

Twilio

Customer Service

UJET

Customer Service

**United States Advanced Network
(USAN)**

Customer Service

Validity

Marketing

Vanilla Forums

Customer Service, Marketing

Verint Systems

Customer Service

VHT

Customer Service

Xactly

Sales

XANT (InsideSales)

Sales

Zappix

Customer Service

Zendesk

Customer Service

Zoho

Customer Service, Marketing, Sales

ZoomInfo

Marketing, Sales

“Vendors on the “CRM Top 100” list lead the industry when it comes to helping companies better interact with customers and prospects throughout the entire customer lifecycle,” Klie said. “Companies can’t go wrong by looking at any of these vendors for their customer service, marketing, or sales needs.”

About CRM Magazine

CRM magazine is the leading publication of the customer relationship management industry, covering customer service, marketing, and sales strategies. The magazine also produces the annual CRM Evolution and SmartCustomerService conferences. For more information about the magazine, its editorial calendar, or CRM in general, please visit <http://www.destinationcrm.com>. CRM magazine and the *destinationCRM.com* website are properties of CRM Media, a division of Information Today, Inc.