COMPARISON TABLE – ERP & CRM

SuperOffice

ERP		CRM
Manage resources internally: employees, customers, goods, processes. Cut (production) costs.	**Main goal**	Ensure strong customer relationships and ensure customer satisfaction through feedback. Maximize revenue and growth based on historical forecasts. Structure and streamline internal processes.
Build good internal streamlined processes.	**Orientation**	Build good relationships with customers based on external data collection about customer behavior, preferences and feedback.
Modular. Some systems may have some basic CRM features, but not the same complete system.	**System type**	Core CRM features and more specialized modules (marketing, customer service). Can be integrated with ERP for full overview directly in CRM.
Accounting and finance, HR, invoice and transaction overview. Overview of product deliveries, production, and inventory.	**Key functions**	Overview of contacts, contracts, sales, leads and pipeline. Automated processes that can be scaled. Marketing functions include forms, email marketing, flows, reports and dashboards. Service functions such as customer portal, ticket management, automations, chat and dashboard.
Backoffice team.	**Main users**	Front office team.