with no

Al changes the meta of work



Microsoft Copilot

Use Case: Vendor Selection

Overly confident

This type of advice can be misleading, pushing a buyer to make a suboptimal decision.

Who offers the best CRM software?



(7) Copilot ①

Based on expert reviews and testing from Forbes Advisor, PCMag, and TechRadar, here are the top CRM software platforms of 2025 and what makes each one stand out:

Best Overall CRM: Zoho CRM

- Rating: 4.6/5 (Forbes), 4.5/5 (PCMag)
- · Strengths: Deep feature set, high customizability, AI-powered analytics (Zia), Canvas drag-and-drop UI builder.
- Pricing: Starts at \$20/user/month
- Best for: Small to midsize businesses needing robust features at a competitive price 1 2.

Best for Enterprises: Salesforce

- Rating: 4.0/5 (Forbes), Editor's Top Pick (TechRadar)
- · Strengths: Advanced automation, extensive integrations, powerful reporting, scalable for large teams.
- · Pricing: Starts at \$25/user/month, but can go up to \$500/user/month for top-tier plans.
- Best for: Large organizations or those needing deep customization and enterprise-grade tools 1 3.

Best for Startups & Free Plan: HubSpot CRM

- Rating: 4.0/5 (PCMag, TechRadar)
- · Strengths: Easy to use, generous free tier, AI assistant, seamless upgrade path.
- · Pricing: Free for up to 2 users; paid plans available.
- Best for: Startups and small businesses looking for a no-cost entry point 2 3.

Microsoft Copilot

Use Case: Vendor Selection

Incomplete

No mention of other key vendors evaluated in the Wave.

Best for Al-Powered Workflows: Freshsales

- · Rating: 4.4/5 (Forbes)
- · Strengths: Al features, deal management, comprehensive reporting.
- · Pricing: Starts at \$11/user/month
- Best for: Teams focused on automation and data-driven sales 1.

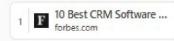
Most Customizable: Apptivo CRM

- Rating: 4.0/5 (PCMag)
- · Strengths: Modular design, customizable dashboards, third-party integrations.
- · Pricing: Starts at \$20/user/month
- Best for: Businesses needing tailored workflows and multi-functional tools 2.

Other Notable Mentions

- · Salesmate Best for customization and communication tools.
- · Pipedrive Great for email marketing and pipeline management.
- Nimble Ideal for solopreneurs and small teams.
- Insightly Strong setup process and workflow automation 1.

Would you like help choosing the best CRM based on your business size, industry, or specific needs (e.g., automation, integrations, budget)? I can create a personalized recommendation for you!



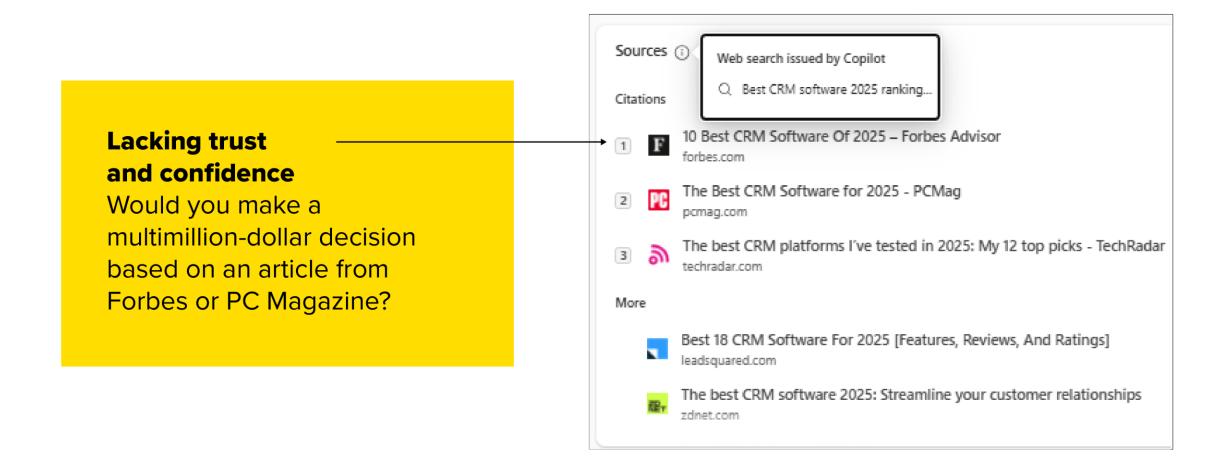
The Best CRM Softwar... pcmag.com





Microsoft Copilot

Use Case: Vendor Selection

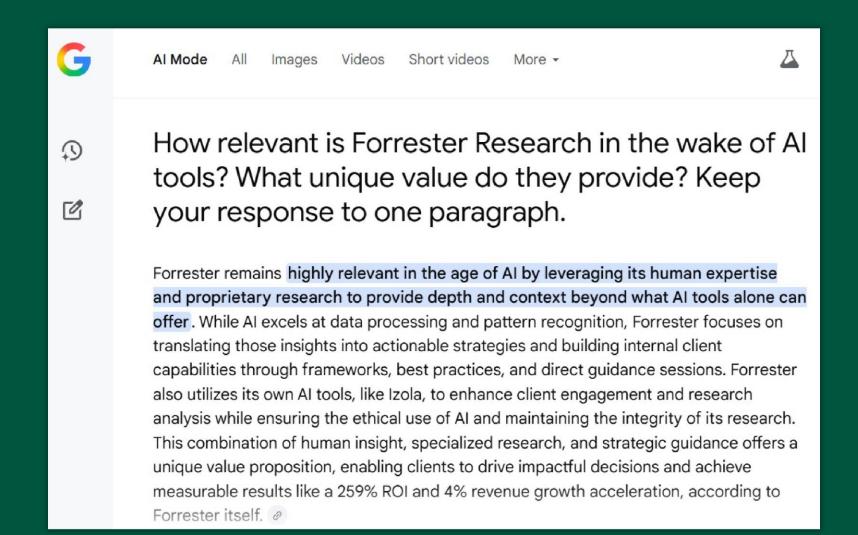


Public Al tools agree

Give me one paragraph on the unique value of Forrester Research compared to Al tools.

Copilot 🛈

Forrester Research delivers unique value compared to AI tools by combining deep human expertise with proprietary frameworks like the Forrester Wave™ and role-specific guidance through Forrester Decisions. While AI tools can generate fast, data-driven insights, Forrester helps leaders translate those insights into strategic action, navigate complex decisions, and embed customer obsession into their operations—all through trusted research, analyst engagement, and outcome-oriented support that AI alone can't replicate.



Introducing

FORRESTER AI ACCESS

Get Trusted Advice Fast.



"Any sufficiently advanced technology is indistinguishable from magic."

Arthur C. Clarke

Inank You