

AI with no lies



**AI 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.

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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](#).

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Incomplete

No mention of other key vendors evaluated in the Wave.

🧠 Best for AI-Powered Workflows: Freshsales

- **Rating:** 4.4/5 (Forbes)
- **Strengths:** AI 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!

1 **F** 10 Best CRM Software ...
forbes.com

2 **PC** The Best CRM Softwar...
pcmag.com

3 **📡** The best CRM platfor...
techradar.com



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Use Case: Vendor Selection

**Lacking trust
and confidence**
Would you make a
multimillion-dollar decision
based on an article from
Forbes or PC Magazine?

Sources ⓘ

Web search issued by Copilot

Q Best CRM software 2025 ranking...

Citations

1

F

10 Best CRM Software Of 2025 – Forbes Advisor
forbes.com

2

PC

The Best CRM Software for 2025 - PCMag
pcmag.com

3

📡

The best CRM platforms I've tested in 2025: My 12 top picks - TechRadar
techradar.com

More

Best 18 CRM Software For 2025 [Features, Reviews, And Ratings]
leadsquared.com

The best CRM software 2025: Streamline your customer relationships
zdnet.com

Public AI tools agree

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

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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.



AI Mode

All

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How relevant is Forrester Research in the wake of AI tools? What unique value do they provide? Keep your response to one paragraph.

Forrester remains highly relevant in the age of AI by leveraging its human expertise and proprietary research to provide depth and context beyond what AI tools alone can offer. While AI excels at data processing and pattern recognition, Forrester focuses on translating those insights into actionable strategies and building internal client capabilities through frameworks, best practices, and direct guidance sessions. Forrester also utilizes its own AI tools, like Izola, to enhance client engagement and research analysis while ensuring the ethical use of AI and maintaining the integrity of its research. This combination of human insight, specialized research, and strategic guidance offers a unique value proposition, enabling clients to drive impactful decisions and achieve measurable results like a 259% ROI and 4% revenue growth acceleration, according to Forrester itself. [🔗](#)

Introducing

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Get Trusted Advice Fast.

**“Any sufficiently
advanced technology
is indistinguishable
from magic.”**

Arthur C. Clarke

Thank You

