

## **Less Annoying CRM Named Best CRM Software by U.S. News for 2<sup>nd</sup> Straight Year**

In tie for top ranking, small St. Louis-based firm selected over industry giants from Silicon Valley, New York, Boston

**ST. LOUIS**, June 7, 2021—For the second year in a row, Less Annoying CRM, a St. Louis-based customer relationship manager (CRM) software company, has been named “Best CRM Software” by U.S. News & World Report. The small Midwestern-based company beat out bigger and better-known competitors on both the East and West Coasts to earn the honor.

CRM software helps businesses manage their customer and supplier contacts, daily tasks, and sales pipelines. Less Annoying CRM’s software is designed to be as simple and easy as possible for first-time CRM users. The company charges a flat fee of \$15 per user, per month for access to all of its products and services.

“This repeat recognition shows we are delivering on our promise to provide the best CRM to customers – even during a pandemic,” said Alex Haimann, partner. “A lot goes into making this happen in consecutive years against very steep competition. Our people, our process and our location in St. Louis all create the environment where we can best meet the needs of small businesses and compete against anyone.”

In its review of the company, U.S. News pointed out that Less Annoying CRM:

- “offers simple, easy-to-use CRM tools designed for small businesses looking to gain visibility into and better manage their sales process;”
- focuses on customers’ experience, “making everything in the process – from pricing to using the tool to getting support – as easy as possible”
- engages underrepresented populations in tech by offering a summer coding and programming fellowship for people in St. Louis and other markets.

“Tech companies that focus on their core products and their customers’ needs will continue to succeed no matter their size,” said Gary Shapiro, CEO of the Consumer Technology Association. “What’s happening in St. Louis with Less Annoying CRM demonstrates that excellence in tech can come from companies of any size and in any location – as long as the company has all the ingredients it needs to prioritize customers.”

Since the onset of the pandemic, many businesses have found CRM software more important than ever. In 2020, Less Annoying actually offered its product for free to many long-term customers whose businesses were particularly challenged.

Pam Lindemann founded The IEP Advocate to help families who have children with disabilities get help from their public school systems. The IEP Advocate had been a customer of Less Annoying CRM for several years when the pandemic began. In 2020, The IEP Advocate’s revenue dropped sharply.

“We needed to cut costs immediately, but we also knew we needed to stay in contact with the families we serve,” said Lindemann. “Less Annoying CRM actually called us to offer their tools and services for

free for six months to help us through the pandemic. We were able to manage the critical elements of our business in the short-term thanks to Less Annoying CRM's commitment to us."

"We deliver what our name promises," said Haimann. "Our company and our CRM software exist to make things easier for small businesses. We give them what they need to begin using a customer relationship management system – not a lot of distractions they will never use."

Less Annoying CRM was founded in 2009 in San Francisco but moved five years later to St. Louis. There it was selected to be part of Arch Grants, which provides \$50,000 equity-free grants and pro bono services to startups that will move to or remain located in St. Louis.

"Less Annoying CRM shows how passionate founders, a great idea and a community can work together to create value," added Emily Lohse-Busch, Executive Director of Arch Grants. "Since this company arrived in St. Louis seven years ago, they have exemplified our organizational values of intentionality and exceptional leadership. Now they are an integral part of the thriving tech community in our region and are helping to reshape their industry."

The company's success is driven by a deep commitment to its employees. Less Annoying CRM pays employees what the company calls a "thriving wage," an above-average starting salary that increases by \$10,000 each year for the first five years for software developers and the first seven years for CRM coaches. Both positions ultimately earn the same salary, highlighting the company's belief that both roles are equally important.

The company has over 25,000 users based in more than 70 countries.

#### About U.S. News' 360 Review

U.S. News evaluated CRM software based on cost, plan features including integrations, automation and scalability and what works best for different sized businesses. U.S. News' 360 Reviews team applied an unbiased methodology that includes professional ratings and reviews, consumer ratings and reviews and research comparing various features of CRM Software.

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