



We've converted the complexity of CRM
into a to-do list

About

Founded in 2010 by CEO Michael FitzGerald, OnePageCRM is a simple CRM for salespeople and small business. With HQ in Galway and a second office in New York, it has 10,000+ users, attracting a broad range of customers Internationally and growing every day.

Customer success is at the heart of the business with the emphasis on getting the product right, and delivering an unprecedented level of support.

OnePageCRM Milestones

March 2010

On March 22nd, the "MVP" version of OnePageCRM was launched. Its manifesto: to focus 100% on sales actions, approach zero admin and be as easy to use as email.

March 2014

A bunch of awesome engineers joined the team to meet development targets in web & mobile applications. During the year we hit a milestone of over 6,000 happy paying users.

August 2017

We hit a new milestone of over 10,000 paying customers!

March 2012

After receiving great customer feedback we finalized our product roadmap. Adding some core features for selling, mobile & an API for developers.

February 2016

We rebuilt our mobile iOS and Android apps, making it easier for users to run their business from their mobile.

July 2018

We launched a batch of powerful new features including a Kanban view pipeline with drag 'n drop, Account Switcher, Saved Actions and more.

History

Michael FitzGerald was looking for a sales focussed CRM however the CRMs he came across were all designed around just being a database with a dashboard of charts and graphs but no functionality to help you actually sell more. He sketched out his "if I was going to build a CRM system" design on the back of a napkin, thinking that he would find a CRM system eventually that would do what he was looking for—he didn't. 8 years later, OnePageCRM's main focus is on how to move prospects forward with Next Actions until the sale is achieved.

Since 2010, OnePageCRM has grown from a MVP (minimum viable product) to a growing tech company, offering an unprecedented level of support resulting in a tribe of devoted customers across the globe.

The Application

Built using David Allen's GTD (Getting Things Done) productivity principles, the concept of the to-do list 'Action Stream' is the key feature. For every sales action attributed to a contact in the CRM, there's a corresponding 'Next Action', to ensure you never drop the ball on a lead.

SIGNATURE FEATURES

ONE PAGE
GTD-BASED DESIGN
ACTION STREAM 'TO DO LIST'
SMART FORECASTING
NEXT ACTIONS
DEALS PIPELINE
CHROME EXTENSION

10,000 USERS

25 Integrations including Mailchimp, Xero & Sage

6.5 Million Next Actions Completed

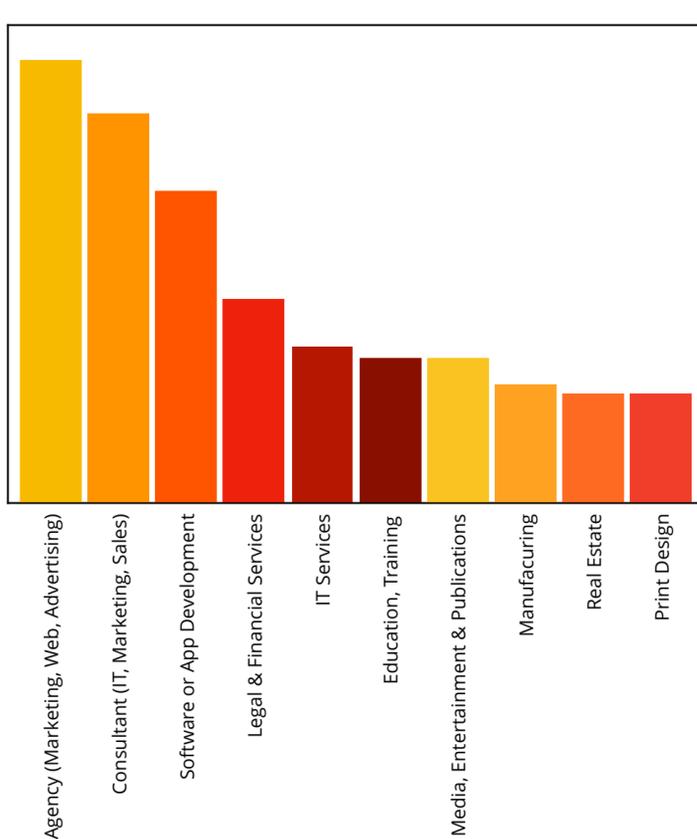
800,000 Deals Closed

Who Uses OnePageCRM

Used globally, typically industries where people are proactive in going after sales, getting lists of leads and trying to process them. Aimed at the SME market with some large organizations using the product for specific purposes or departments.



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