



## Freedom of Information Act Request

**Ref:** FOI 23-24 09

**Date issued:** 16 August 2023

**Subject:** Customer Relationship Management (CRM) software

### Question(s):

1. Does your organisation use Customer Relationship Management (CRM) software?  
(Example: HubSpot, Salesforce, Dynamics, Other, etc.)
2. If yes, please specify which CRM(s) are used by your organisation:
  - HubSpot
  - Salesforce
  - Dynamics
  - Other (Please specify)
3. What license level/subscription does your organisation have?
4. What is the annual cost of your CRM system(s)?
5. List any job roles by (job title) within your organisation that communicate with contacts via the CRM(s) system?
6. Does your organisation work with any external agencies to manage the CRM?
7. Does your CRM integrate with other systems within your organisation? (Example: finance systems, Other CRM Systems, etc.)
8. If yes, please specify which other systems your CRM(s) are integrated with:

### Response:

The GLAA does not use Customer Relationship Management software.