

TECH STYLE LTD

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DATASHEET

Rutba CRM: Product Datasheet

Every customer, every deal, one place

WHAT IS INSIDE

- Why it exists
- Who it is for
- What you get
- Capabilities
- Plans and pricing
- How it fits the rest of the suite
- Talk to us

Document

Rutba CRM datasheet

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<https://www.tech-style.co/docs/rutba-crm-datasheet>

Every customer, every deal, one place

Track leads from first contact to won or lost, keep every conversation attached to the customer it belongs to, and run your support desk off the same contact record your sales team uses.

Family	Rutba Suite
Category	CRM & sales pipeline software
Status	Available
Apps included	4
From	\$9 per user / month
Works with	Rutba Marketing, Rutba Orders, Rutba Books
Buy or trial	rutba.io/suites/crm

THE PROBLEM

Why it exists

Most businesses lose deals in the gaps: a lead in someone's inbox, a quote in a spreadsheet, a complaint nobody connected to the account it came from. Rutba CRM keeps contacts, leads, orders, and support tickets on one customer record, so anyone who picks up the phone already knows the whole story.

FIT

Who it is for

- B2B sales teams working a pipeline
- Agencies and service firms quoting repeat clients
- Any business that answers customer questions after the sale

APPS IN THIS PRODUCT

What you get

CRM

Contacts, leads on a board by stage, logged calls and meetings, follow-ups and saved segments: the system of record for who your customers are.

Helpdesk

Your own customer service desk: tickets and threads, routing rules you can test before they go live, and SLAs that count business hours, all against the same customer record.

Customer Portal

A self-service window where your customers follow their orders stage by stage, message you about one, and ask to return the items they pick.

Marketplace

List on outside marketplaces or on another Rutba shop: catalog, price and stock pushed out, orders pulled in, and their status sent back.

WHAT IT DOES

Capabilities

- Leads captured from your website, on a board from New to Won with the value at each stage
- Saved segments with a live preview and CSV export, ready to use as a campaign audience
- One contact page: logged calls and meetings, mail filed against the contact, their tickets and their orders
- Ticket queues with priorities, routing rules and business-hours SLAs
- Internal notes that never reach the requester, and notices to the requester, the assignee and watchers
- Self-service customer portal, no extra login to manage

COMMERCIAL

Plans and pricing

PLAN		
	PRICE	INCLUDES
Starter	\$9 per user / month	Up to 5 users; Contacts & pipeline; Segments; Email support
Growth	\$19 per user / month	Unlimited users; Helpdesk & SLAs; Customer portal; Marketplace listings; Priority support
Enterprise	Custom annual contract	Dedicated cell; Custom SLAs; Onboarding & migration; Named account manager

Prices are in US dollars and exclude local taxes. Every plan is billed through rutba.io/suites/crm. Annual and multi-product pricing is available on request.

RUTBA SUITE

How it fits the rest of the suite

Rutba Suite is 23 products in three lines (the business suite, the workspace and the platform services underneath), sharing one customer list and one set of books. Buy the one you need today and add the rest later without a migration.



CONTACT

Talk to us

Tech Style Ltd is a UK technology company building enterprise software, procurement intelligence and AI platforms. Tell us what you are trying to do and we will tell you honestly whether we are the right people for it.

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