



With a range of reminders available, the system helps people remember when they met someone, when they last communicated and met, and provides alerts on any recent changes. | Photo source [Clay](#)

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PERSONAL CRM SYSTEM ACTS AS DIGITAL ADDRESS BOOK

 WORK & LIFESTYLE

Data is encrypted, and the platform currently connects Microsoft, Google and Twitter

Spotted: Designed to help people strengthen and deepen their personal relationships, Clay is an online platform that connects users’ calendars, email and social network contacts. Users can add notes to each entry, and the platform automatically pulls in each contact’s latest profile data. With a range of reminders available, the system helps people remember when they met someone, when they last communicated, and provides alerts on any recent changes. Users can also create groups as a record of shared interests.

The company emphasises privacy, and encrypts all data. Current development is focusing on enabling local data management as an additional method of security. Right now, the platform is able to integrate Microsoft, Google and Twitter, with further connections provided through the use of Zapier.

Tested by users from a diversity of industries, early feedback is positive. Initially available for around €17 a month, the company plans to create a free plan along with providing discounts for students and third sector organisations.

Connections are essential aspects of both business and personal lives, and Springwise has spotted new platforms dedicated to facilitating the growth of relationships. In the business world, an AI-powered [training platform](#) predicts future skills gaps, and an app provides homeless people with a way to accept [digital donations](#).

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Takeaway:

As a means of streamlining the often messy reminder systems that most people create for themselves, Clay could become a useful way of combining online with offline relationships. And after months of isolation, deeper connections, rather than high numbers of connections, are more desirable to many. With the purpose of much of technology being to increase efficiency, when applied to individual goals, it can often be a useful boost in achieving personal growth.