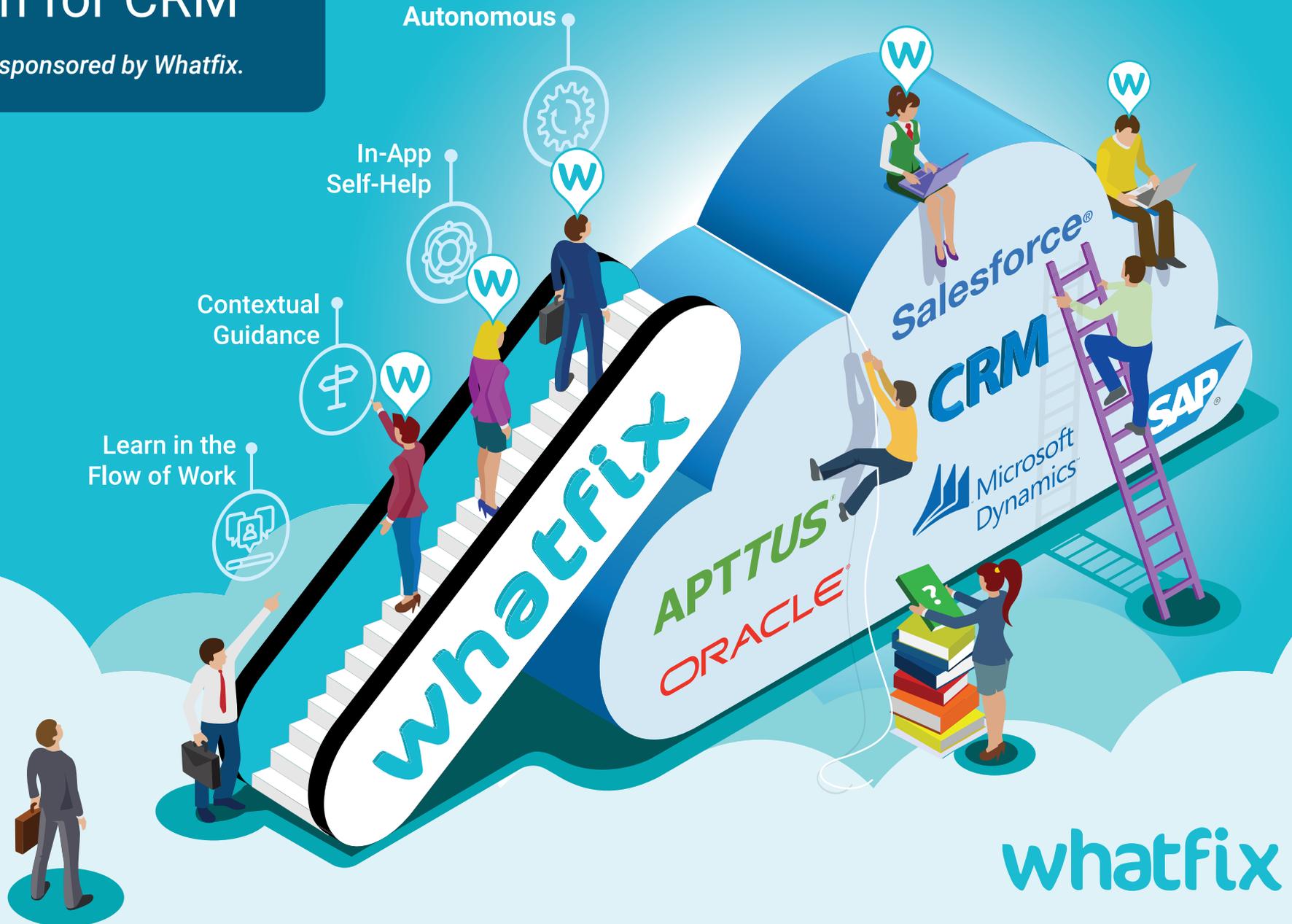


# The State of Digital Adoption for CRM

A Market Survey sponsored by Whatfix.



whatfix



# Background to the Survey

Customer Relationship Management (CRM) systems have become the most commonly implemented tools across industries. So much so that the CRM market has grown from \$13B in 2010 to an estimated \$48B in 2020 at a CAGR of 14%.

However, one-third of all CRM projects fail - a rather disappointing fact. The biggest reason for such failures is the lack of adoption. According to CSO Insights, about 54% of businesses have confirmed their CRM adoption rates to be below 90%.

Whatfix is a Digital Adoption Platform (DAP) that helps accelerate CRM adoption and drives sales rep productivity. The following research highlights CRM adoption issues experienced across 500 enterprises in the US. The findings emphasize the need for a digital adoption solution to increase CRM adoption and justifies the investment.

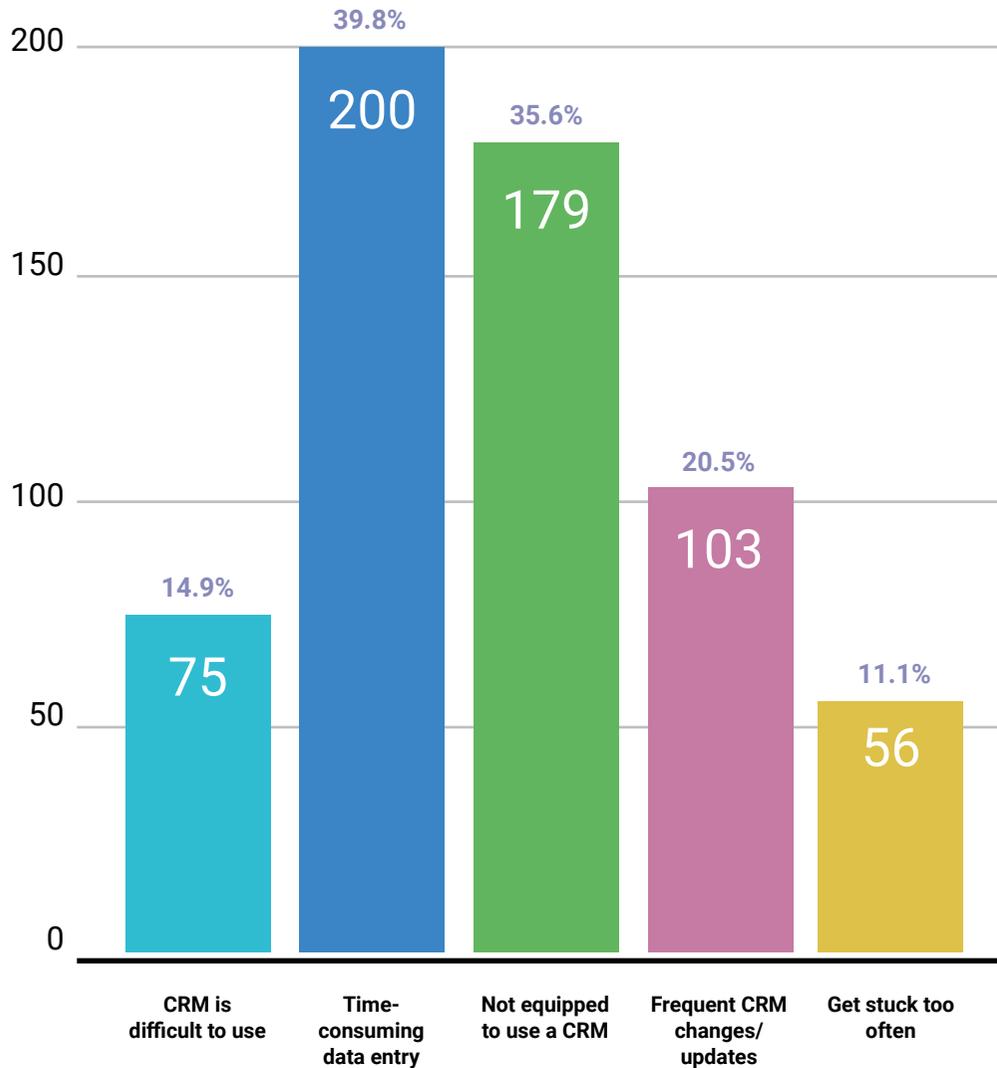
# Key Research Findings

Enterprises reported an annual median savings of **\$8.7 Million** from improved Digital Adoption of CRM

500 Enterprises together reported a **total annual savings of \$4.35 Billion** from driving Digital Adoption of their CRM systems

# Key Research Findings

1 - What reasons do your Sales Reps state for NOT using your company's CRM regularly?



**~40%**

do not regularly use their CRM system because **data entry in their CRM system is time-consuming**

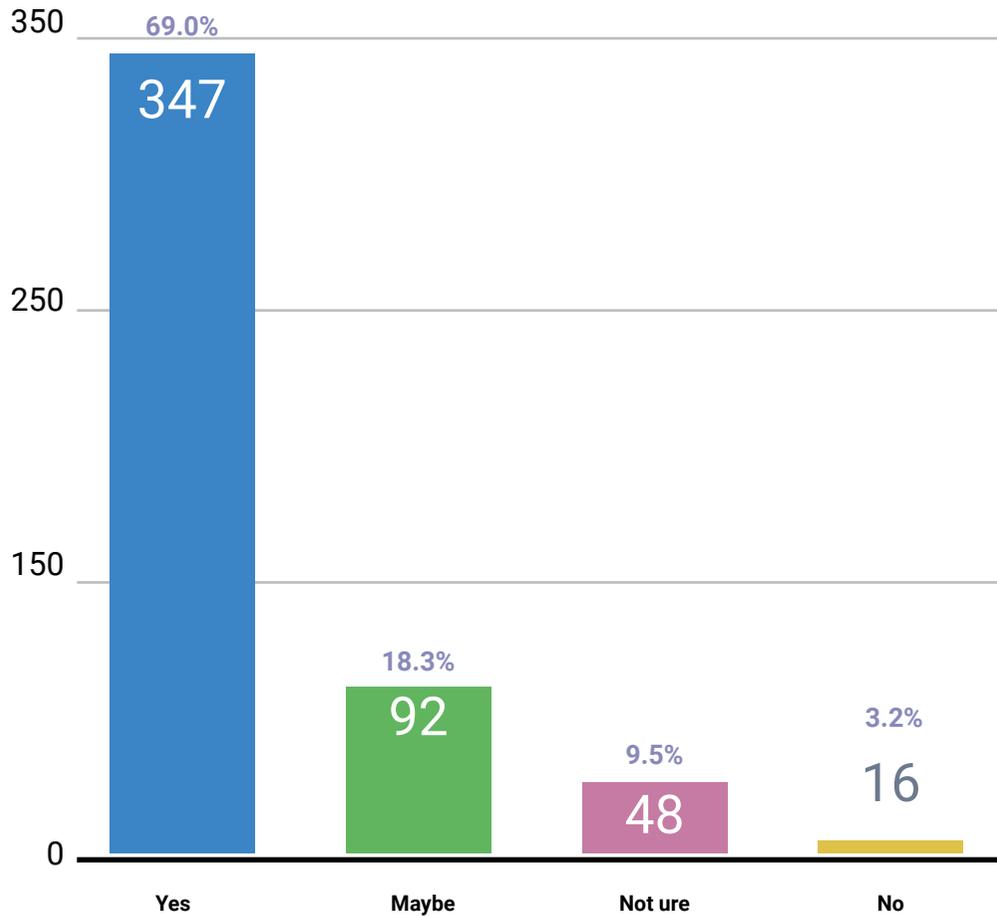
**35%**

**don't feel equipped to use their CRM system and need more training**



# Key Research Findings

2 - Do you believe that providing personalized digital guidance and self-help within CRM at the point of need (via a Digital Adoption Platform), would help CRM usage and adoption in your company?

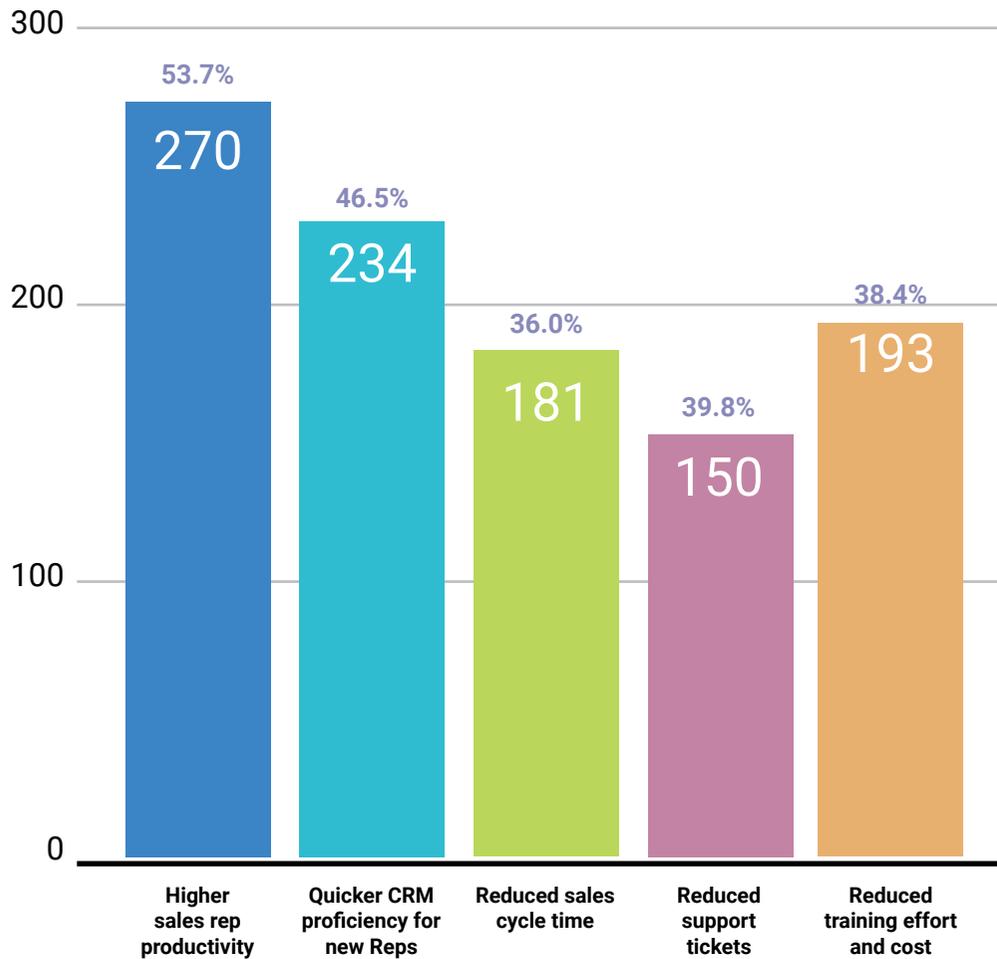


~70%

believe that providing **personalized Digital Guidance and Self Help within CRM** via a Digital Adoption Platform **will increase usage and adoption**

# Key Research Findings

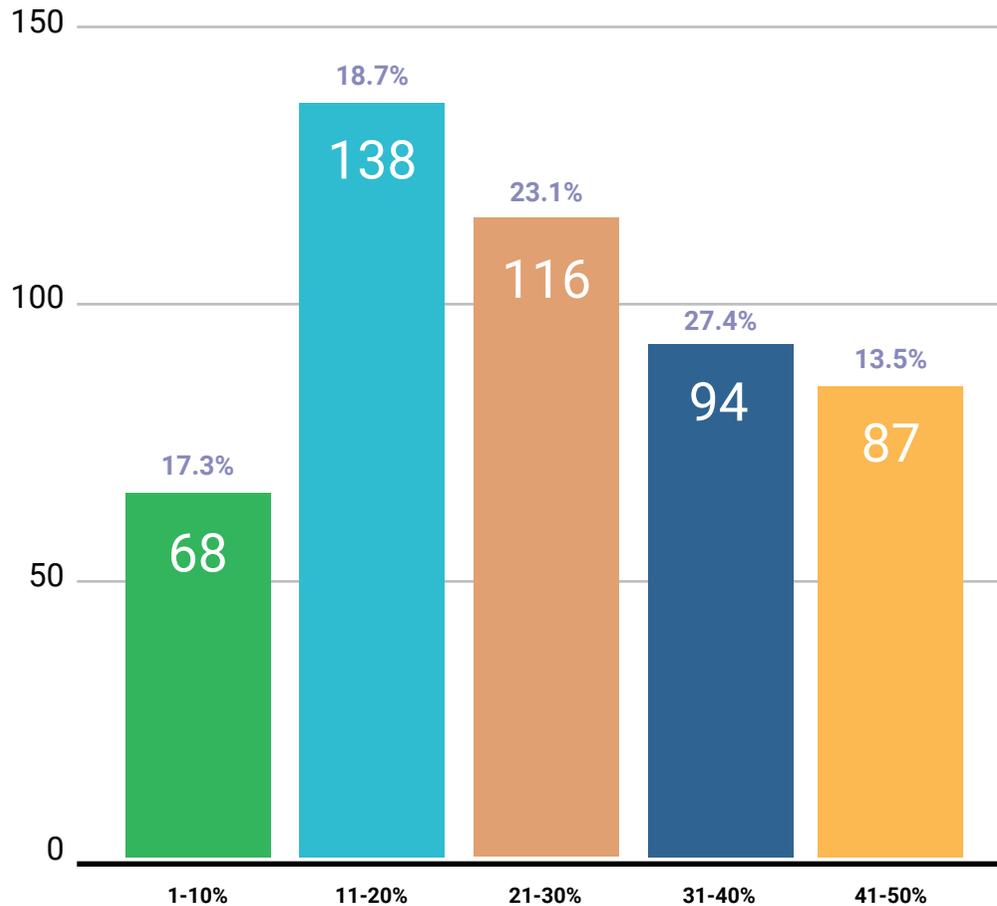
## 3 - How will your company benefit from improved CRM adoption?



**90%**  
believe that **improved CRM adoption** will lead to **higher sales rep productivity** and **reduce sales cycle time**

# Key Research Findings

4 - How much productivity gains have you achieved or expect to achieve, with complete increased CRM adoption by all your sales reps?

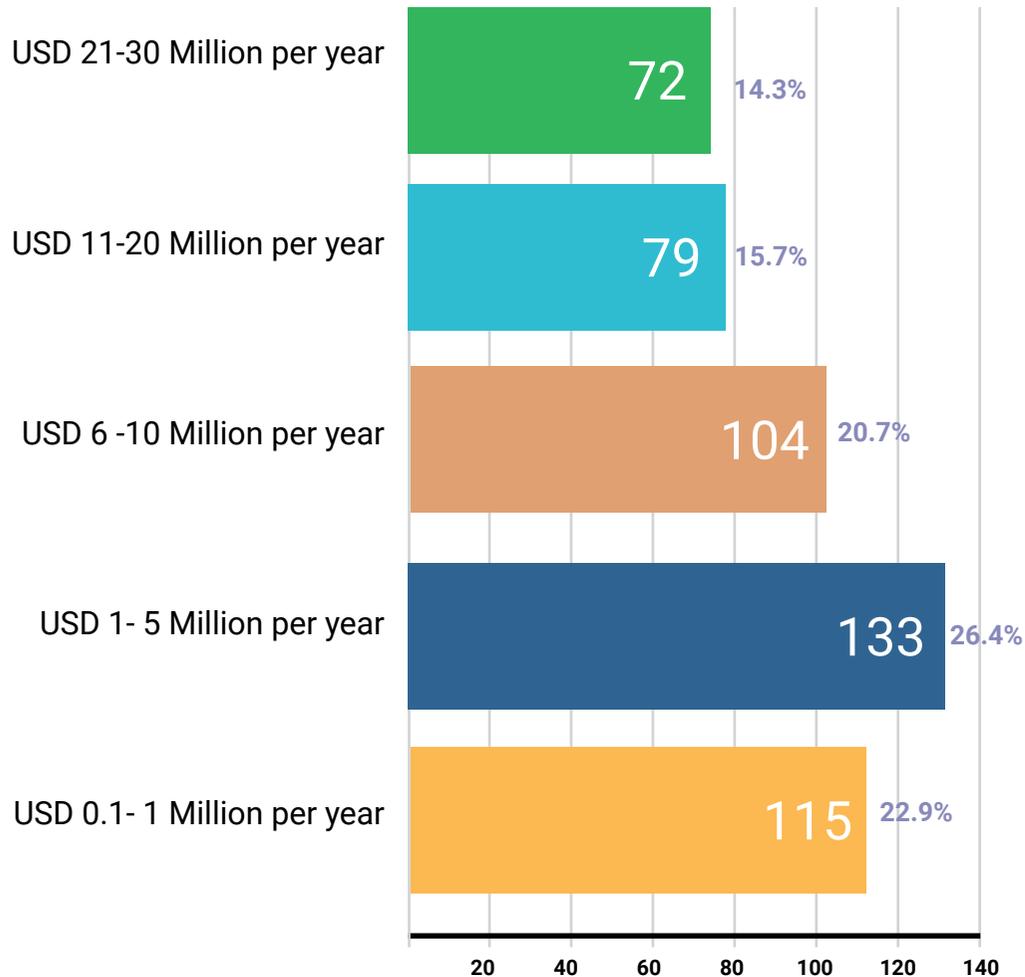


**>50%**

reported achieving and expecting to achieve **productivity gains of 11-30%** with complete adoption of their CRM system by their sales reps

# Key Research Findings

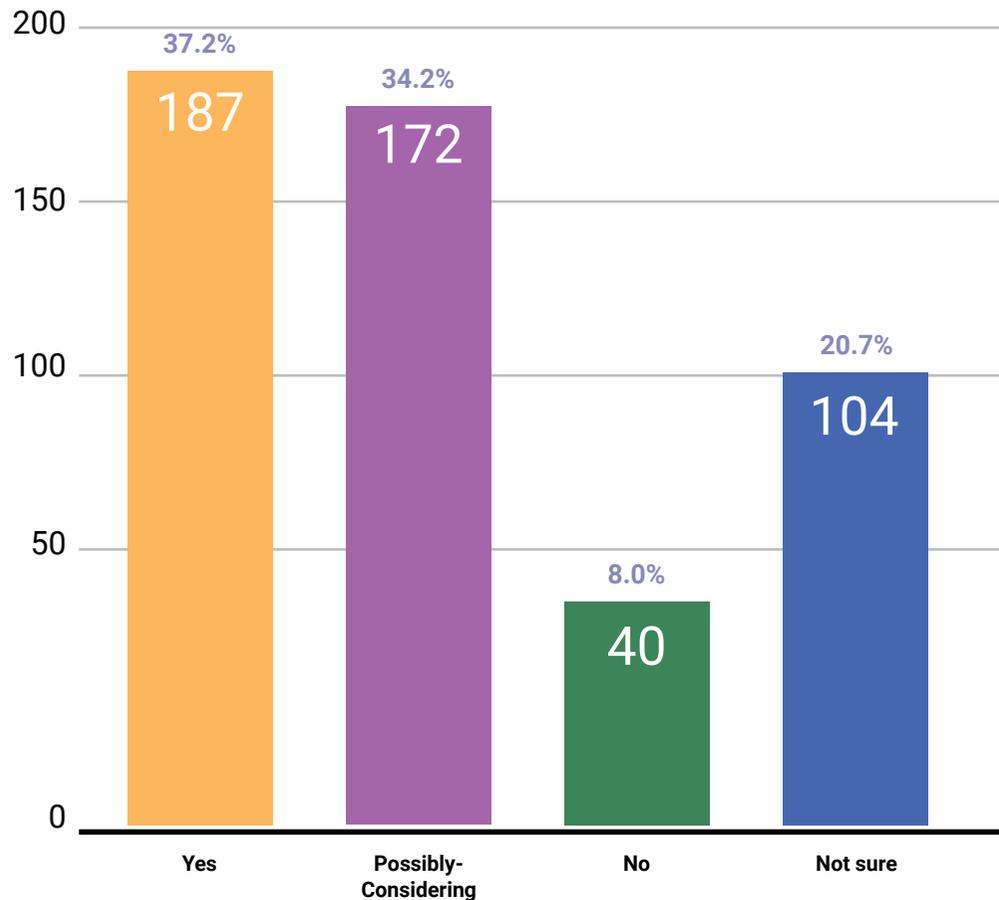
5 - What total savings (in USD) across more Sales, Higher Sales Rep Productivity, Lower Support and Training costs- you have achieved or expect to achieve by increasing adoption of CRM?



**51%**  
of Enterprises reported  
**total annual savings**  
in the **USD 6 - 30 Million**  
per year

# Key Research Findings

6 - Do you plan to use a Digital Adoption Platform (DAP) that provides in-app, contextual guidance and tips, learning and self-help support in 2020?



**71%**  
of Enterprises plan  
(37%) or are considering  
(34%) to adopt **Digital  
Adoption Solutions**  
in 2020



# Survey Methodology

- The survey was conducted online in November 2019.
- A sample size of 503 US-based enterprises was considered. 76% of the sample size represented enterprises with 1000+ employees, 24% of the sample represented enterprises with 501-1000 employees.
- All 503 respondents were CRM users.
- The sample covered a range of titles and designations, as shown in the graph below:





*“Since we’ve implemented Whatfix’s digital adoption platform, we’ve been able to empower our workforce to get the right training they need at the right time. Using a digital adoption platform has given us the ability to customize our CRM systems, ultimately increasing sales productivity, adoption, and provide seamless onboarding and training for our employees across different roles,”*

**Lee Glenn**  
Senior specialist,  
Global CRM Training  
at Experian.

## Whatfix works with Enterprise Leaders across industries



whatfix



sales@whatfix.com



+1800-459-7098



@whatfix