

# 7 Ways

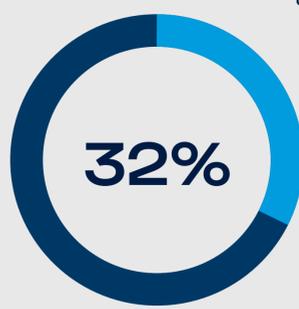
## to Overcome the Great Customer Resignation

Retaining customers is particularly vital in an era of recurring and subscription businesses. Review our 7 data-based strategies to overcome customer churn.

With the global customer churn rate at **32%**, what can organisations do to prevent it?

### 1. Churn Factors

Every customer interaction is a decisive moment: Identifying the gaps between customer expectation and actual experience is the key to understanding the potential for churn.



**Bad experiences** diminish brand value and hurt both retention and revenue.



### 2. Customer Experience

The more information you know about your customers, the easier it is to create a high-definition customer experience, or HD-CX, across marketing, sales, and service.



### 3. Data Visibility

A shared CRM data platform fuels the actionable insights that sales, marketing, and service teams need to act decisively at every critical touchpoint throughout the customer journey.



Over **75%** of marketing and sales leaders say a unified view of sales, marketing, and service is critical to delivering a high-definition customer experience.

**76%** of sales and marketing professionals say their biggest frustration with CRM is being too complex.



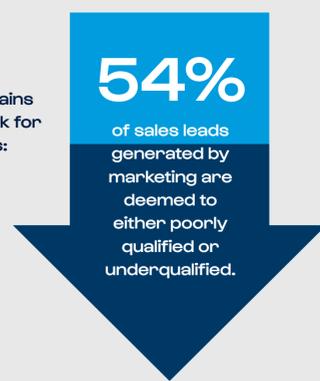
### 4. Less Complexity

Technology is supposed to make life easier, but data suggests it is often too difficult to use, resulting in low adoption and wasted resources.

### 5. Sales and Lead Generation

By better scoring account opportunities, tracking conversion rates, and sharing customer preference insights, sales and marketing can synchronise their strategy for generating and acting on the most valuable leads.

Generating revenue remains an elusive task for organisations:



**54%** of sales leads generated by marketing are deemed to either poorly qualified or underqualified.



### 6. Organisational Alignment

Good organisational alignment is driven by several key factors, including seeing and utilising relevant data, establishing mutual goals and metrics, and creating a seamless handoff process to improve productivity and ensure ownership.

**63%** of sales and marketing leaders agree that marketing, sales, and service misalignment prevents their organisation from growing their business.

### 7. Look Towards AI

Focus on deploying AI that takes advantage of your existing CRM that improves decision-making and predicts customer needs.



While **9 in 10** companies use artificial intelligence (AI) today, the question is whether they can derive real value from its usage, and how many processes can be improved.

## Introducing HD-CX

SugarCRM's high-definition customer view powered by our CX platform delivers clear views into customers and performance so you have unprecedented predictability that drives customer lifetime value.

Discover more at [sugarcrm.com/crm-impact](https://sugarcrm.com/crm-impact)