

6 WAYS

CRM is Evolving to Tackle Current Challenges and Priorities

Customer Relationship Management (CRM) has come a long way from basic contact management to becoming a strategic cornerstone of modern business operations. Learn here how much CRM use-cases have changed in the past five years, as well as and what new activities companies are prioritizing moving forward.

REASON NUMBER ONE

The struggle with internal usage and tech stack restrictions is a real challenge faced by businesses today.

CRM systems empower leaders by providing structured frameworks and streamlined processes, enabling them to faster navigate adoption challenges and tech stack compatibility issues.



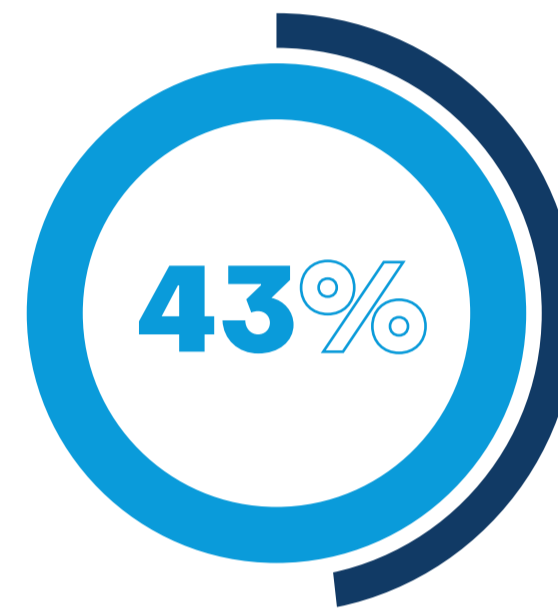
41% of organizations struggle with technology integration, making it the most prominent CRM challenge.

41%

REASON NUMBER TWO

Sales forecasting is crucial for businesses as it provides a roadmap for future sales performance.

Accurate sales forecasts enable organizations to proactively adapt to market trends, properly allocate resources, and mitigate risks, ensuring long-term sustainability and success.



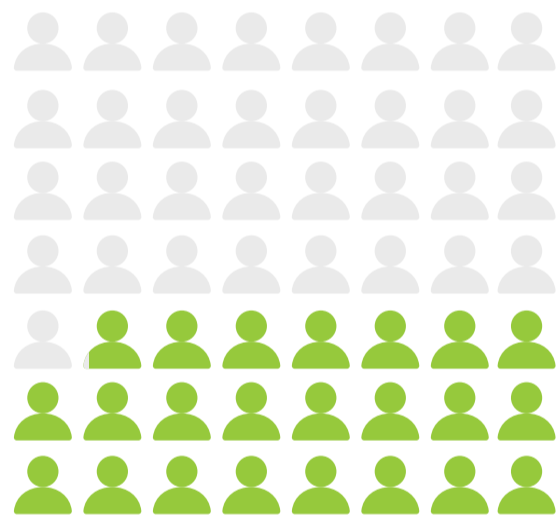
43% of industry leaders prioritize intelligent forecasting and pipeline insights as the most important CRM activity.

43%

REASON NUMBER THREE

Lead generation plays a crucial role in modern business by providing a steady stream of potential customers to your sales teams.

In this increasingly digital world, lead generation is at the forefront of all sales leader's minds, as well as their go-to-market strategies.



41% of organizations consider capturing intent data and lead scoring a higher priority now compared to five years ago, indicating the exponential growth of lead generation strategies.

41%

REASON NUMBER FOUR

Having a 360-degree view of customer data is no longer a luxury, it's a necessity.

Reliable customer data provides businesses with holistic perspectives, enabling personalized interactions, targeted marketing strategies, deeper customer insights, and informed decision-making.



45% of businesses aim to gain a complete view of customer interactions, emphasizing the importance of comprehensive data utilization.

45%

REASON NUMBER FIVE

Pipeline visibility is vital for businesses as it offers a clear, real-time view of sales activities.

With enhanced pipeline visibility, companies can optimize their sales strategies, identify bottlenecks, nurture leads effectively, and capitalize on most-likely-to-close opportunities.



37% of leaders are focused on pipeline visibility to ensure they have a clear overview of the sales process.

37%

REASON NUMBER SIX

AI is exploding the B2B and B2C sales world.

By automating repetitive tasks and analyzing customer data, AI can help sales teams work more efficiently and close more deals.



While 20% of leaders are using AI now, 80% report that they will turn to AI to maximize the value of their CRM platform over the next five years.

80%

20%

Conclusion

CRM is rapidly evolving, with organizations increasingly prioritizing intelligent forecasting, comprehensive data utilization, and strategic lead generation. Get the full, in-depth analysis in the 2024 State of CRM Report.

GET FULL REPORT