

# Almost done! Here are your results

Use the assessment results to evaluate areas of improvement and start the conversation to Get CRM Right and Grow Your Business!

We Can Help



**You are on the lower side of the maturity scale for STRATEGY.**

Organizations that align customer, relationship, and management processes and strategies with the use of CRM technology enjoy an average of \$8.71 for every dollar spent in CRM tech, a 19% increase in win rate, a 10% increase in sales pipeline, and a 12% reduction in their sales cycle time. Strategic alignment results in a 10-15% increase in CRM ROI.

Ask us more about how to get CRM right so your business can grow!

**You are on the higher side of the maturity scale for OUTCOMES.**

Organizations that use CRM to drive business outcomes and revenue operations

KPIs effectively see an impressive 871% return on CRM investment. The ROI includes customer retention rate increases of 27%, average customer lifetime value increases of 35%, and sales conversion rates of 300%.

Ask us more about how to get CRM right so your business can grow!



## You are on the high side of the maturity scale for BUY-IN.

Organizations that make CRM users a part of the process see a 73% improvement in user adoption rates. Involving users in CRM solution development also leads to a 10% improvement in sales productivity, a 95% improvement in sales productivity, and a 30% improvement in data quality (which results in a 66% improvement in revenue).

Ask us more about how to get CRM right so your business can grow!



## You are on the higher side of the maturity scale for FUNCTIONALITY.

Organizations that get functional insights from CRM have a 65% higher lead-to-opportunity conversion rate, a 14.6% shorter sales cycle, and a 27% increase in customer retention. Functional and

contextual access to insights leads to a 41% increase in revenue per salesperson.

Ask us more about how to get CRM right so your business can grow!



You are on the higher side of the maturity scale for **EFFECTIVENESS.**

Organizations that focus on functionality that drives user effectiveness see an additional 18% increase in the adoption of CRM and sales processes. Focusing on user needs also increases seller productivity by 14.6%. Focus on meeting the contextual needs of users improves data quality by 14.2% and decision-making speed by 14.8%. Tailoring functional expectations for CRM see an average revenue increase of 41%.

Ask us more about how to get CRM right so your business can grow!

If you provided your email your results are on the way!

**Download the Guide To Customer Relationship Management Success that supplements this assessment.**

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RETAKE

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BUILT WITH  OUTGROW