

11 Fascinating Statistics about CRM Adoption Rates

PROBLEMS

Approximately **60 - 70%** of CRM projects fail to meet expectations.



As of 2012, companies still had not taken advantage of **80%** of potential benefits from CRM use.

A whopping **72%** of sales leaders state that their reps don't spend enough time in CRM.

Due to poor adoption, an amazing **66%** of the expected CRM benefit remains unused.



According to CSO Insights, **50%** of sales organizations only run sales competitions a few times per year.

SOLUTIONS



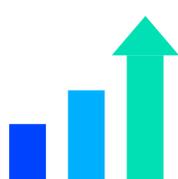
of high-performing sales teams say **their reps' satisfaction is key to business success.**

High-performing sales teams use **3x more sales technology** than underperforming teams.

3x

90.4%

of companies using a CRM system report that their **gamification initiatives are successful.**



An astounding **71%** said that they are seeing anywhere from **11% to 50%** increases in measured sales performance.

Additionally,

84%

reported an increase in CRM adoption after implementing the ability to deploy competitions and games around the data tracked in their CRM.

With a gamified CRM solution, **73%** of companies report that they are running **more sales contests than before**, and 51% are running 2 or more every month.



Infographic crafted by

SALESSCREEN www.salescreen.com

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