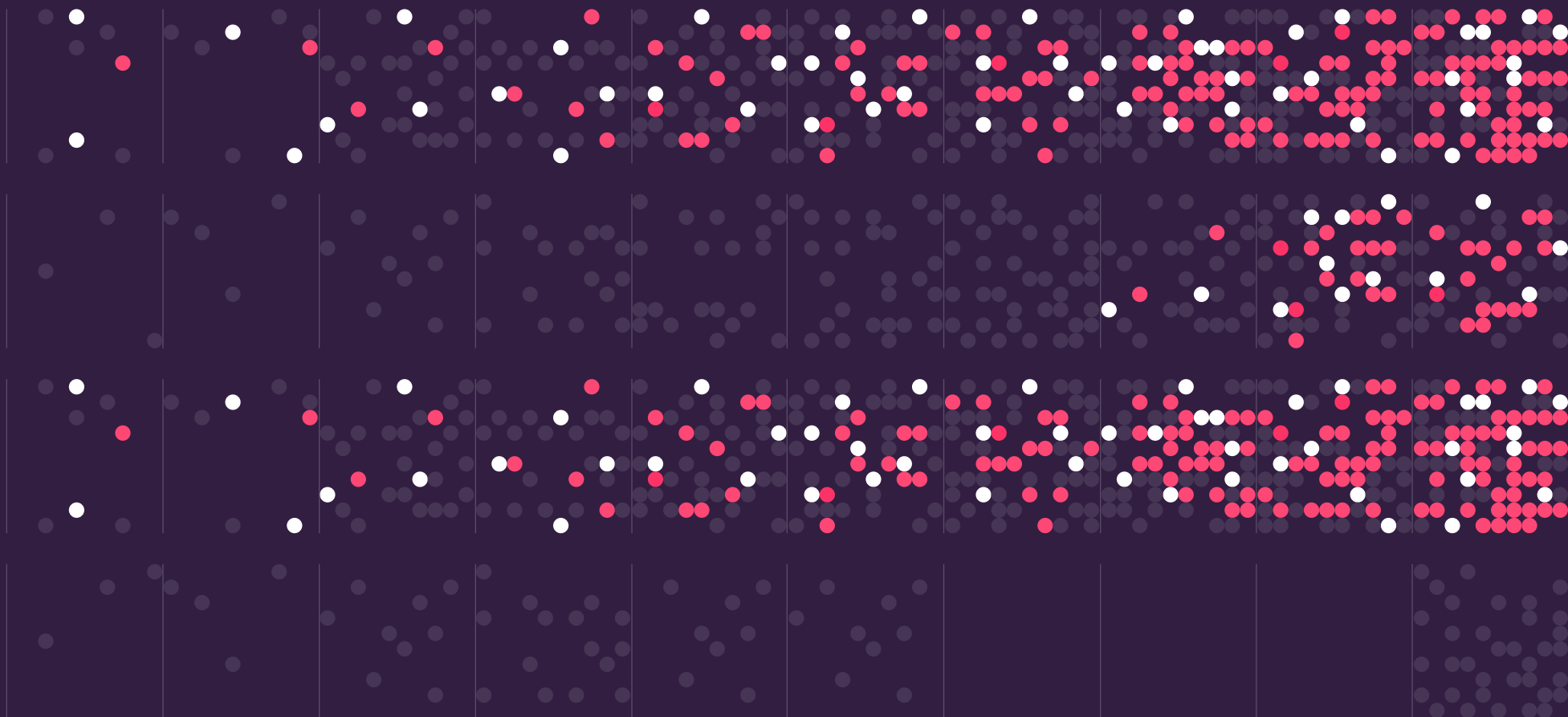




:copper

CRM Benchmark Survey Report

November 2018

The future of relationship management

Executive Summary

Today's most successful companies are built on the backs of long-lasting relationships with customers, partners, investors, prospects—the list goes on.

In this new world, CRM software is more important than ever before—both for sales teams and relationship-makers across the company. Yet businesses are often investing small fortunes into their software without understanding how the requirements of CRM have shifted.

This report is designed to explore and bridge the gap between the current landscape of CRM and the type of CRM that businesses will need in the future. Here are our biggest findings:

The global phenomenon: Businesses are shifting to lasting relationships

Today, few customers are interested in one-off, transactional purchases. They want long-lasting relationships with businesses that have earned—and continue to earn—their loyalty.

The new wave of relationship-makers sell as a team

Today's relationships are a company-wide affair, shaped by more than just the sales team. Marketing, business development, operations, customer success, you name it—everyone is a relationship-maker.

Businesses manage all kinds of relationships

Business relationships are no longer limited to customers. Every company manages all manner of relationships including accounts, consultants, investors, partners, vendors, employees, and coworkers.

Traditional CRM technology has held teams back

It's time for a radical reinvention of CRM. Busywork should be automated. Information should be centralized. Every customer moment should be captured, no matter where it happens.

The requirements of software have changed

Businesses expect more from their software. CRM should fit your existing workflow, be easy to implement, and feel as intuitive as consumer apps like Lyft or WhatsApp rather than a spreadsheet.

CRM isn't just for sales

With the growing variety of business relationships, CRM systems aren't just for account executives and salespeople; they're used for every interaction, across teams and departments.

The future of CRM is productivity

Instead of competing for time and attention, CRM should work the way we do—fitting seamlessly into our existing tools and supercharging our productivity.

About this report.

Copper and Qualtrics Research surveyed over 2,500 global business professionals and leaders to discover how modern businesses are impacted by the relationships they build, and the role CRM software plays in enabling them.

Data in this report is from a blind survey conducted from Sept. through Oct. 2018, that generated 2,502 responses from full-time business professionals in the U.S., Canada, U.K., Ireland, France, Germany, Norway, Denmark, Sweden, the Netherlands, Australia, and New Zealand.

All respondents are third-party panelists, not limited to Copper customers. See page 38 for detailed respondent demographics. Due to rounding, not all percentage totals in this report equal 100%. All comparison calculations are made from total numbers (not rounded numbers).

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COUNTRY PROFILES



— FINDING 1

The Shift to Long-Lasting Relationships

Businesses worldwide are shifting to longer-lasting relationships



Films, groceries, software, clothing—in the last five years, virtually every industry has been transformed by subscriptions.

It's easier than ever to try before you buy.

Customers have the freedom to pick and choose from thousands of vendors.

Expectations are higher than ever, and incredible customer experiences are fast becoming the norm.

In this new world, few customers are interested in one-off, transactional purchases. For SMBs and mid-sized companies, most relationships last 2-4 years; in enterprises, that climbs to 7+ years. Customers want long-lasting relationships with businesses that have earned—and continue to earn—their loyalty.

In today's level playing field, every company can compete for the customer. Great customer experiences are rewarded by longer, happier relationships. Bad experiences lose out; if a vendor doesn't deliver, customers can up and leave in a heartbeat.

This change has already happened, but questions remain. How will CRMs respond? Can they provide the insight we need? Can they automate repetitive tasks and allow us to focus on nurturing relationships? Will they evolve to capture this new wealth of interactions and relationship information—or will they linger in the old world of transactional selling?

Customers want long-lasting relationships with businesses that have earned—and continue to earn—their loyalty.

Relationships last longer than ever before

Today, only 2.9% of relationships last less than 6 months. For SMBs (24.3%) and mid-sized companies (26.8%), most relationships last 2-4 years; in the enterprise, that climbs to 7+ years (27.4%).

— TODAY



— 5 YEARS AGO





— FINDING 2

From Selling to Relationship-making

The new wave of relationship-makers sell as a team

We are all building relationships

Today's business relationships are a company-wide affair. Marketing, business development, operations, customer success, you name it—everyone is a relationship-maker. In enterprises alone, a quarter of all relationships (25%) are managed by teams of 11 or more people.

Companies have dozens of touchpoints at their disposal: docs (used by 59% of teams), spreadsheets (55%), chat (45%), video (49%), and more. With each employee only a click away, everyone in your company is potentially selling, marketing, and servicing. Relationships are no longer built by lone salespeople—they're built together by relationship circles.

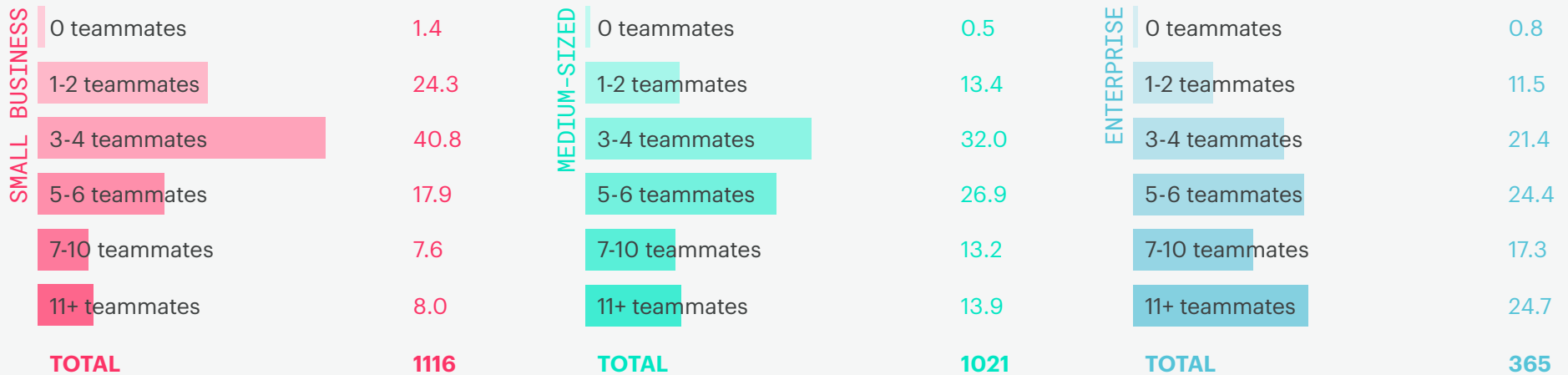
But while everyone is a relationship-maker, there are often still silos in our relationship data because few teams have access to CRM. Those that do have to contend with limited, sales-specific features. Dozens of communication channels go untracked. Cross-team collaboration is next to impossible.

In a world where every interaction matters, how will these siloes impact your relationships? What does this mean for your culture, training, and toolset?

Today's relationships are a team effort

In SMBs and mid-sized companies, most relationships are managed by teams of 3-4 people. In the enterprise, that figure skyrockets to 11 or more teammates.

— HOW MANY TEAMMATES ARE INVOLVED IN BUILDING AND MANAGING CUSTOMER RELATIONSHIPS?



Relationships span more channels than ever before

In the enterprise, relationships are more likely to happen through CRM (65.5%) than through phone calls (58.6%) or in-person communication (60.3%). Across all companies, online channels like docs (59%), spreadsheets (55%), video (49%) and chat (45%) play a key role.

WHICH CHANNELS DO YOU USE IN YOUR SALES/RELATIONSHIP CYCLE? (MORE THAN ONE ANSWER POSSIBLE)





— FINDING 3

Going Beyond Customer Relationships

Businesses manage all kinds of relationships

Businesses are managing many different types of relationships.

Business relationships are no longer limited to customers. While CRM is most commonly used to manage company relationships (56%), it's also relied on for leads (34%), partners (34%), vendors (29%), and a myriad of other relationship types.

WHAT TYPES OF RELATIONSHIPS ARE CRMS USED TO MANAGE?

58%

COMPANY RELATIONSHIPS



37%

LEADS



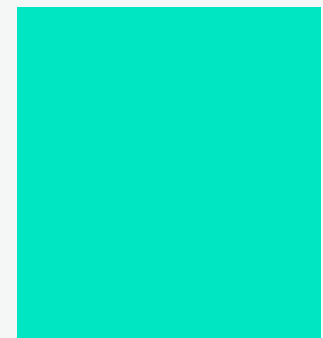
35%

PARTNERS



30%

VENDORS



As with customers, each of these different relationships requires communication, support, and trust—but traditional CRM isn't built to support them. The prescriptive sales functionality that was so useful in the old transactional era—tracking phone numbers and deal values—is a hindrance to these new relationship types. As a result, the use cases for CRM are changing, but slowly.

Relationship-makers are pushing the limits of their CRMs, using their software in dozens of creative, unintended ways. But with more relationship types appearing all the time, it's now necessary to ask: Are businesses really equipped to handle these new relationship types?

And if not, how can they equip themselves?

CRM is used for every imaginable relationship type

In addition to company relationships (63.6%), SMBs use CRM to manage leads (45.3%), partners (37.8%), and vendors (33.1%). It's a similar story for mid-sized companies, while enterprises rely on CRM for relationships with bankers (33.4%), consultants (34%) and even manufacturers (31.5%).

— WHAT RELATIONSHIPS DOES EACH TYPE OF BUSINESS MANAGE? (MORE THAN ONE ANSWER POSSIBLE)





— FINDING 4

Have We Outgrown CRM?

Traditional CRMs are holding teams back

Traditional CRMs are holding teams back

Few people enjoy using their CRM.

They're labor-intensive: data needs to be entered and updated, entered and updated, ad nauseam. They silo information: relationship-makers in one area of the company can't see what's happening in another. They ignore key insights: good luck recording which docs, spreadsheets and slides were opened during your last sales call.

One-third of people (33.4%) waste 2-5 hours of skilled time on manual data entry each and every week. At some point, CRM went from helping our relationships to holding them back. Now, it's time for a radical reinvention.

Busywork should be automated.

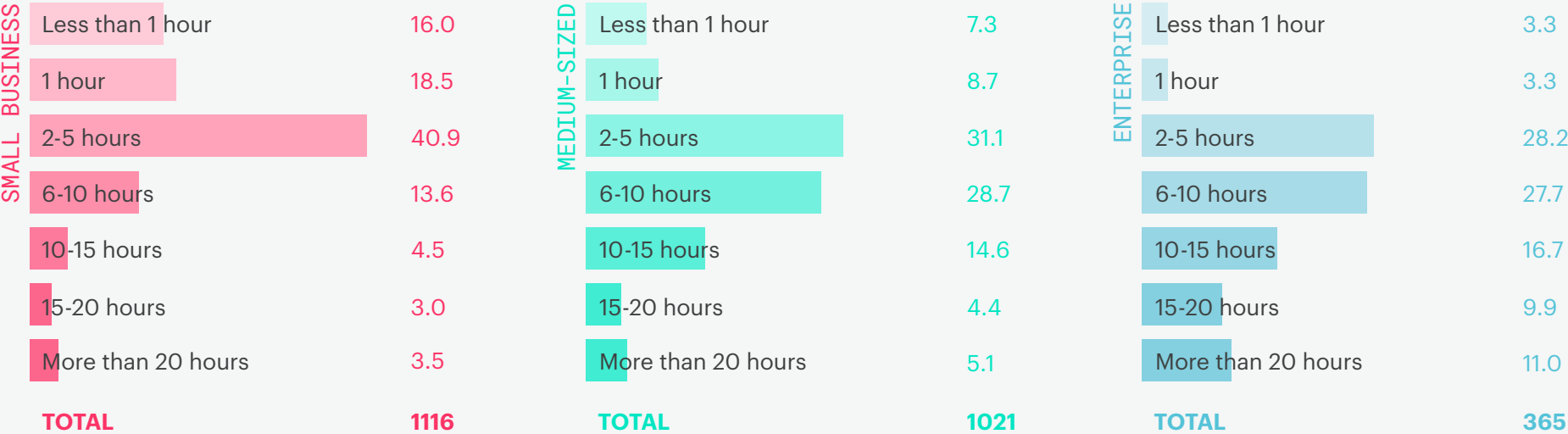
Information should be centralized where everyone can access it. Every customer moment should be captured, no matter where it happens.

Relationships have evolved, and our expectations of CRM should change alongside them. It's time for reflection: how are our current expectations of CRM shaped by the types of tools we're used to seeing? What should we really expect out of our CRM? What does a CRM that works the way you work actually look like?

Traditional CRMs don't remove the busywork

One-third of people (33.4%) waste 2-5 hours of skilled time on manual data entry each and every week. The problem is amplified in the enterprise, with 11% of people spending more than 20 hours per week on CRM busywork.

ON AVERAGE, HOW MUCH TIME DO YOU SPEND ENTERING DATA IN YOUR CRM PER WEEK?



Traditional CRM causes friction

33% of people feel their CRM has caused them to be upset or annoyed at a teammate, while 20% blamed their CRM for the loss of a prospect or customer.

— HAVE YOU EVER EXPERIENCED ANY OF THE FOLLOWING AS A RESULT OF A CRM-RELATED ISSUE THROUGHOUT YOUR CAREER?
(MORE THAN ONE ANSWER POSSIBLE)





— FINDING 5

Every Relationship-maker Needs CRM

CRM is not just for sales

CRM is not just for sales.

For decades, CRMs have been marketed as enterprise sales tools, creating a huge disconnect between how companies are “supposed” to use their CRM and how they actually use it.

While sales teams still drive most relationships (66%), they’re supported by a huge cast of marketers (59%), operations people (46%), and support reps (40%), each relying on CRM as their main source of information.

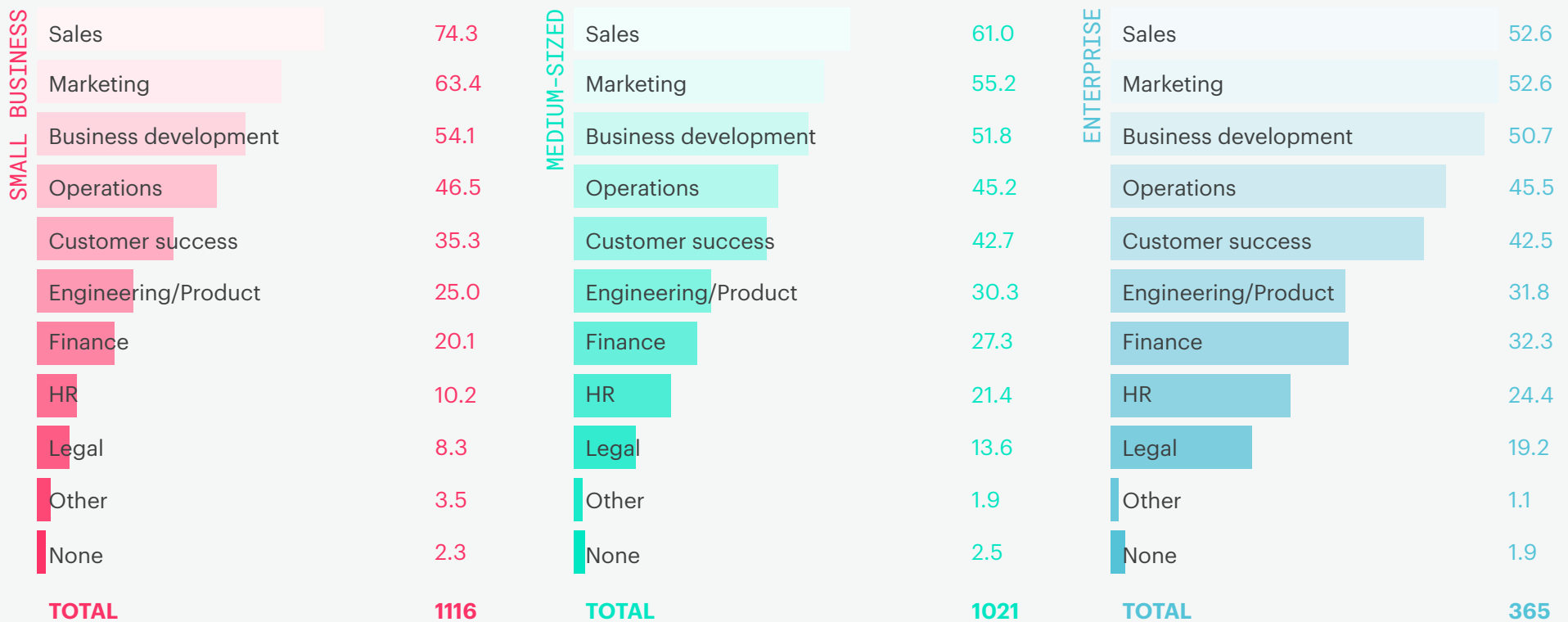
CRMs are also used to manage other relationship types—like creative agencies and resellers—completely independent of the sales team. Other teams, like customer success, could be spending all day in their CRM managing support tickets, live chats, emails, and phone calls. As a result, contact management (70%) is just one of a dozen use cases for CRM, alongside activities like customer intelligence (42%) and partner management (23%).

In the modern world, CRM systems aren’t just for account executives and salespeople: they’re used for every interaction, by every relationship-maker in the company.

Relationships are driven by multiple teams

While sales teams still drive most relationships (66%), the influence of marketing (59%), biz dev (53%), operations (46%), and customer success (40%) is significant. Even functions like HR (17%) and legal (12%) have a real role to play in our relationships.

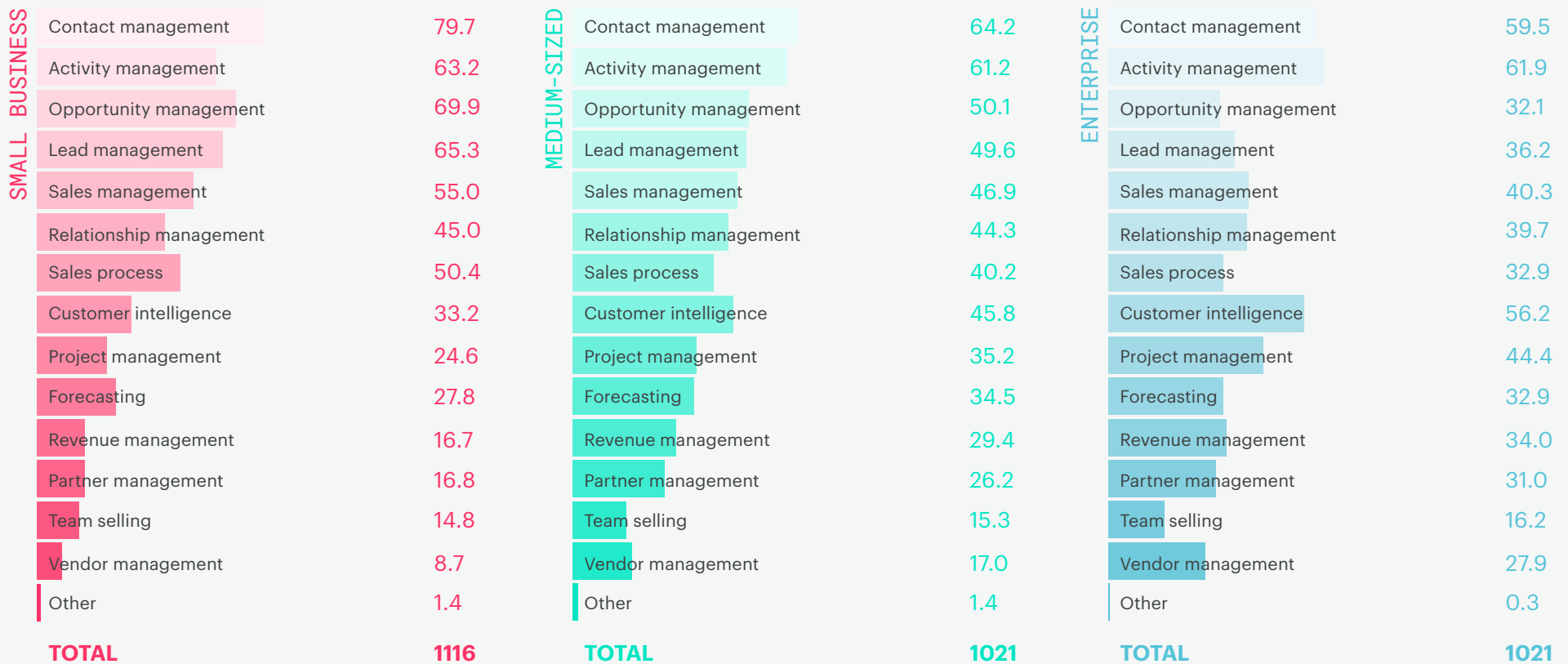
WHICH TEAMS DO YOU COLLABORATE WITH TO MOVE YOUR CUSTOMER RELATIONSHIPS FORWARD?
(MORE THAN ONE ANSWER POSSIBLE)



CRM is used for more than sales management

Contact management (68%) is just one of a dozen use cases for CRM, alongside activities like customer intelligence (45%), opportunity management (36%), and partner management (25%).

WHAT DO YOU USE YOUR CRM FOR? (MORE THAN ONE ANSWER POSSIBLE)





— FINDING 6

CRM's Escape from the '90s

There are new expectations of software today

There are **new expectations** of software today

Businesses today expect more from their software.

No company can wait a year for deployment; over one-fifth of SMBs (23.2%) expect tools to be up and running in under four days. CRM should be intuitive and easy to use, looking and feeling more like WhatsApp or Lyft than a complicated spreadsheet. With a dozen other tools already in use—Gmail, Calendar, Drive, Docs, Sheets, the list goes on—most teams will benefit from software that fits into existing workflows instead of competing against them.

Because most traditional CRMs are essentially complicated customer databases, it can be easy to forget that the same high standards should apply. In spite of this, 32% of people describe their CRM as “complicated,” 17% describe it as “painful,” and 10% refer to it as “boring” and “ugly.”

A CRM purchase is a relationship like any other, and you—the customer—have a right to expect constant improvement in the tools your entire company relies on. That means finding a CRM that gives more than it takes, adding value throughout the workday.

Software takes too long to deploy

Only 8% of business software deploys in 1-4 days, while just 8.7% deploys in a week. SMBs in particular expect more from their software, with 21.1% expecting deployment in less than 4 days.

HOW LONG DOES IT CURRENTLY TAKE TO DEPLOY SOFTWARE?



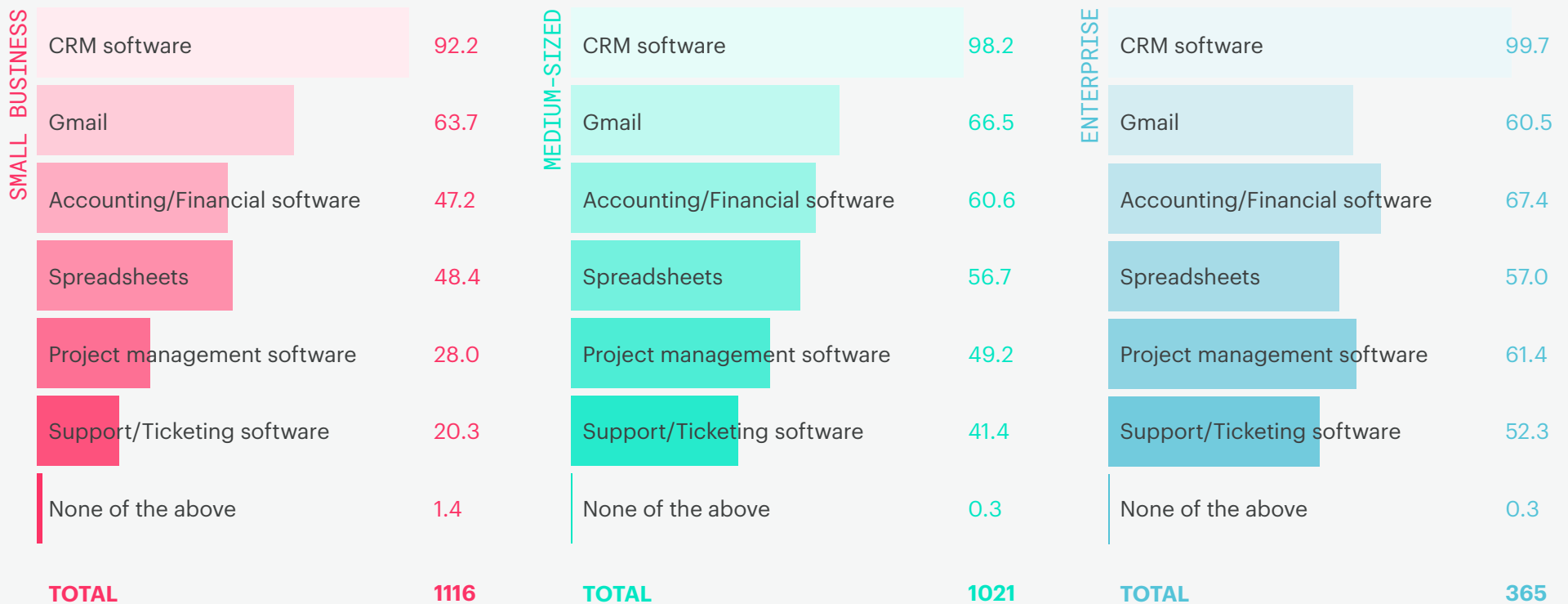
HOW LONG SHOULD IT TAKE TO DEPLOY BUSINESS SOFTWARE?



Your customer data lives everywhere

Customer data is no longer restricted to your CRM—it also lives in Gmail (64%), accounting and financial software (58%), spreadsheets (54%), project management tools (46%), and support software (38%).

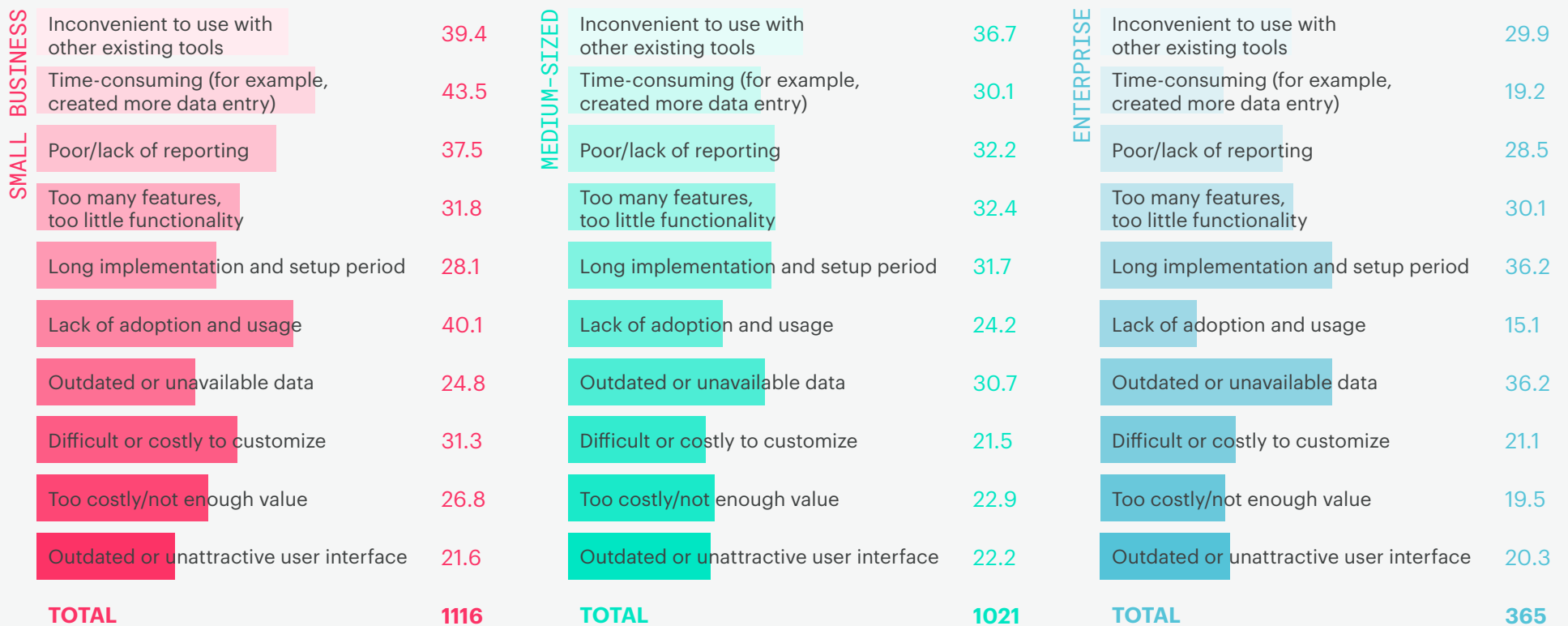
— WHERE DOES YOUR CUSTOMER DATA LIVE? (MORE THAN ONE ANSWER POSSIBLE)



CRM creates challenges instead of adding value

Traditional CRM usage is rife with challenges, including poor compatibility with other tools (35%), lack of reporting (33%), too many features and too little functionality (31%), and its time-consuming nature (31%).

—— THE BIGGEST INCONVENIENCES YOU'VE EXPERIENCED CAUSED BY CRM (MORE THAN ONE ANSWER POSSIBLE)





— FINDING 7

The Future of Work

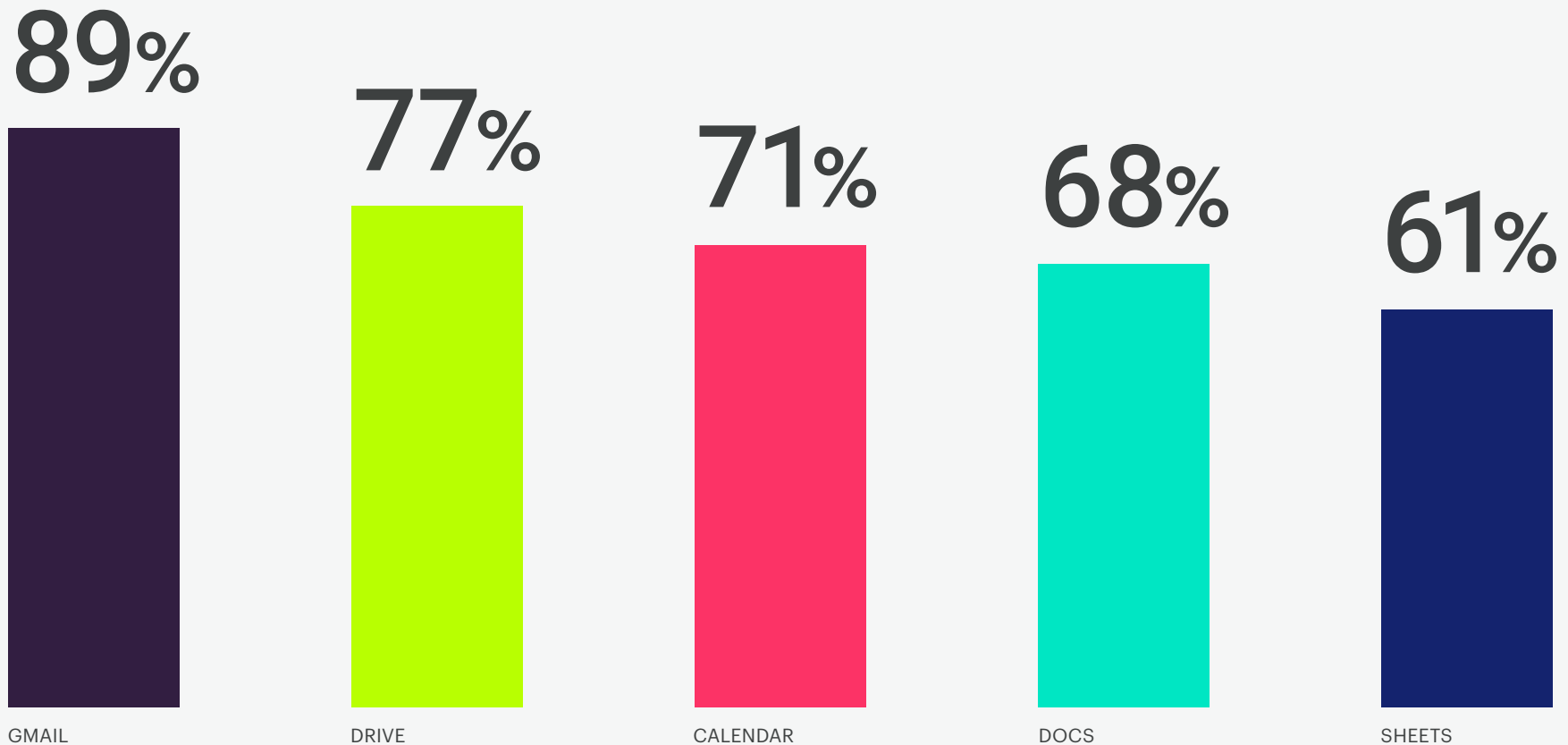
The future of CRM is all about productivity

The future of CRM is all about productivity

Every team, from sales to product to finance, relies on the same core set of productivity tools: G Suite.

Over 45% of small businesses spend more than 20 hours per week working in G Suite, splitting their time across Gmail (89%), Drive (77%), Calendar (71%), Docs (68%), and Sheets (61%). They're where our conversations and customer moments live. They enable us to collaborate. They're the backbone of every business relationship.

—— THE MOST POPULAR PRODUCTIVITY TOOLS (MORE THAN ONE ANSWER POSSIBLE)



Instead of competing for time and attention, CRM should work the way we do, fitting seamlessly into our existing tools and supercharging our productivity.

It should provide customer insights at our fingertips, wherever and whenever we need it.

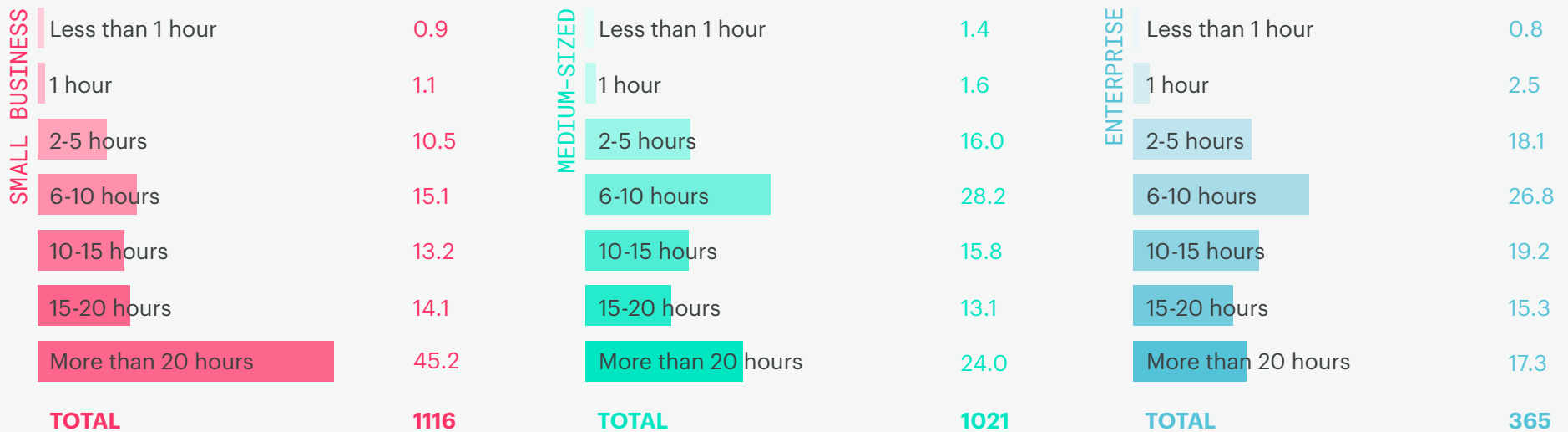
It should make collaboration—with coworkers, partners, customers, and prospects—as easy as breathing.

It should act as a central hub, a single source of truth for all of our relationships whether they happen across email, live chat, or Google Docs.

Businesses are selling out of their inbox

Both midsize (28.2%) and enterprise companies (26.8%) spend an average of 6-10 hours per week in G Suite. Over 45% of small businesses spend more than 20 hours per week working in G Suite.

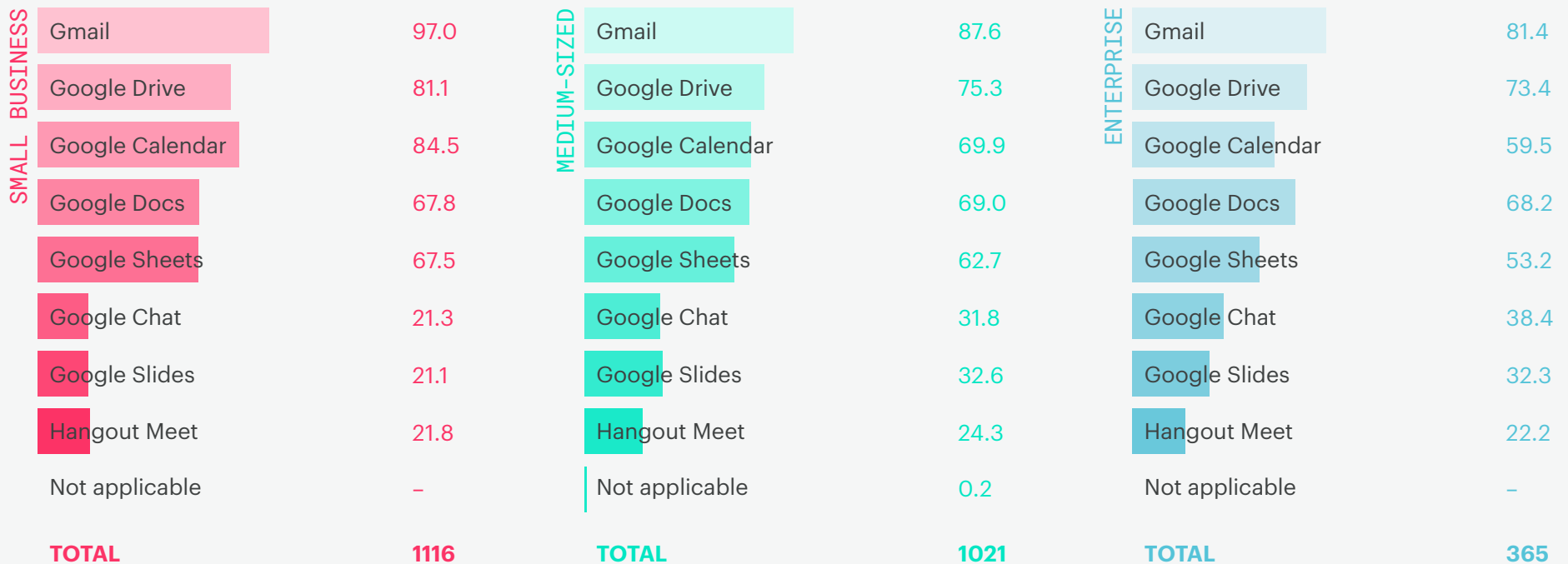
HOW MUCH TIME ON AVERAGE DO YOU SPEND WORKING ON G SUITE EVERY WEEK?



Teams are working out of a core set of productivity tools

G Suite users spend most of their time in five staple tools: Gmail (89%), Drive (77%), Calendar (71%), Docs (68%), and Sheets (61%). Newer additions, like Chat (31%), Slides (29%), and Hangouts Meet (23%), still play a big role in their daily workflow.

WHICH G SUITE APPS DO YOU USE THE MOST? (MORE THAN ONE ANSWER POSSIBLE)



In every industry, today's (and tomorrow's) biggest success stories are the companies built to deliver these new relationship experiences. At their heart, these long-lasting relationships are built on four principles:

Automation

Busywork is taken care of, and teams are free to focus on the skilled art of relationship-making.

Productivity

CRM is a natural extension of the productivity tools we use all day, every day—fast, intuitive, and easy to use.

Personalization

Every customer moment is captured and used to create remarkable and unique customer experiences.

Collaboration

Information is shared quickly and easily between everyone in every relationship, from customers, to partners, to prospects.

By building their business around this ethos, every company today can compete for the customer—and grow to new heights.

Survey Demographics

Company size

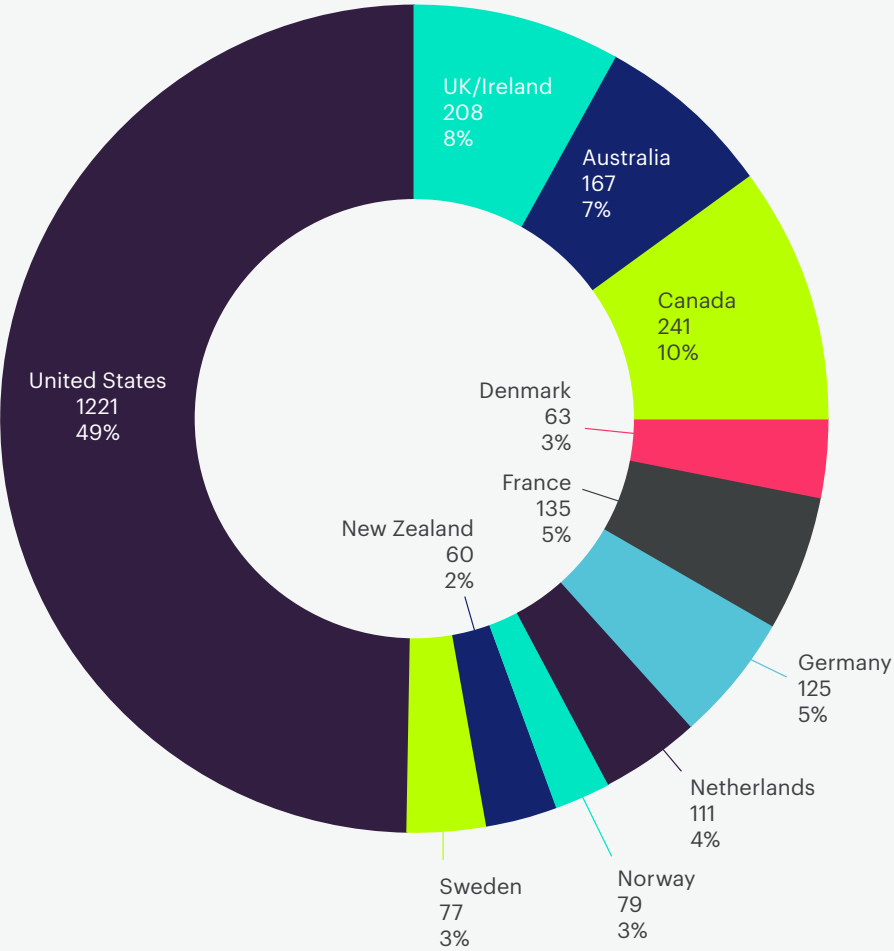
1116 small businesses (1-50 employees)	44%
1021 medium sized businesses (51-1000 employees)	40%
365 enterprise businesses (1001+ employees)	14%

Country

UK/Ireland	8%
Australia	7%
Canada	10%
Denmark	3%
France	5%
Germany	5%
Netherlands	4%
New Zealand	2%
Norway	3%
Sweden	3%
US	49%

Industry

Advertising	6%
Banking / Financial services	10%
Consulting	6%
Education	5%
Energy	4%
Information Technology	19%
Media / Publishing	3%
Real Estate	4%
Software	9%



Industry Profiles

Industry Profiles: Advertising

Customer data lives in multiple systems including CRM, Gmail, and spreadsheets.

About 80% of respondents spend at least 1 hour on data entry every week.

Marketing, Sales, and Biz Dev teams are most commonly involved in relationship-building.

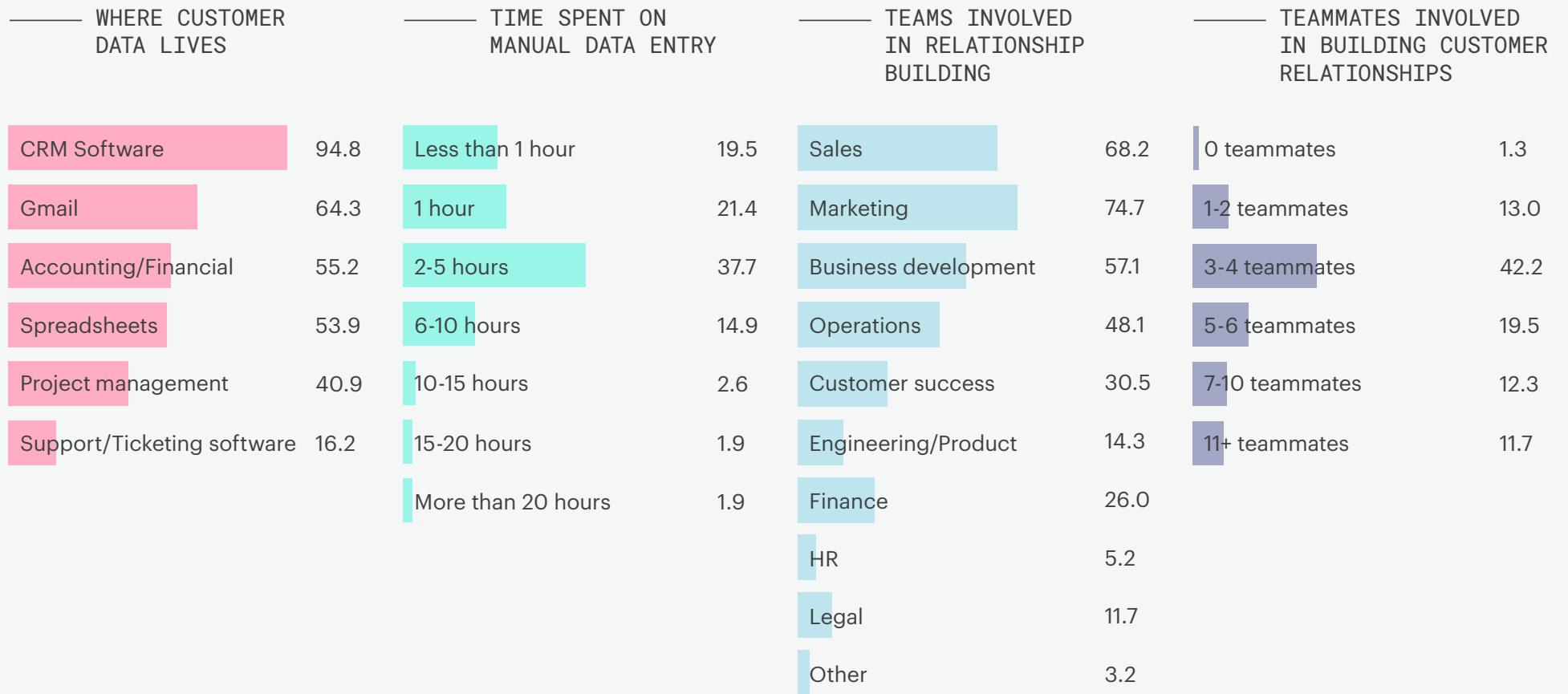
Over 85% of respondents work with at least 3 teammates to build these relationships.

Companies, creatives, and leads are among the most commonly managed relationships.

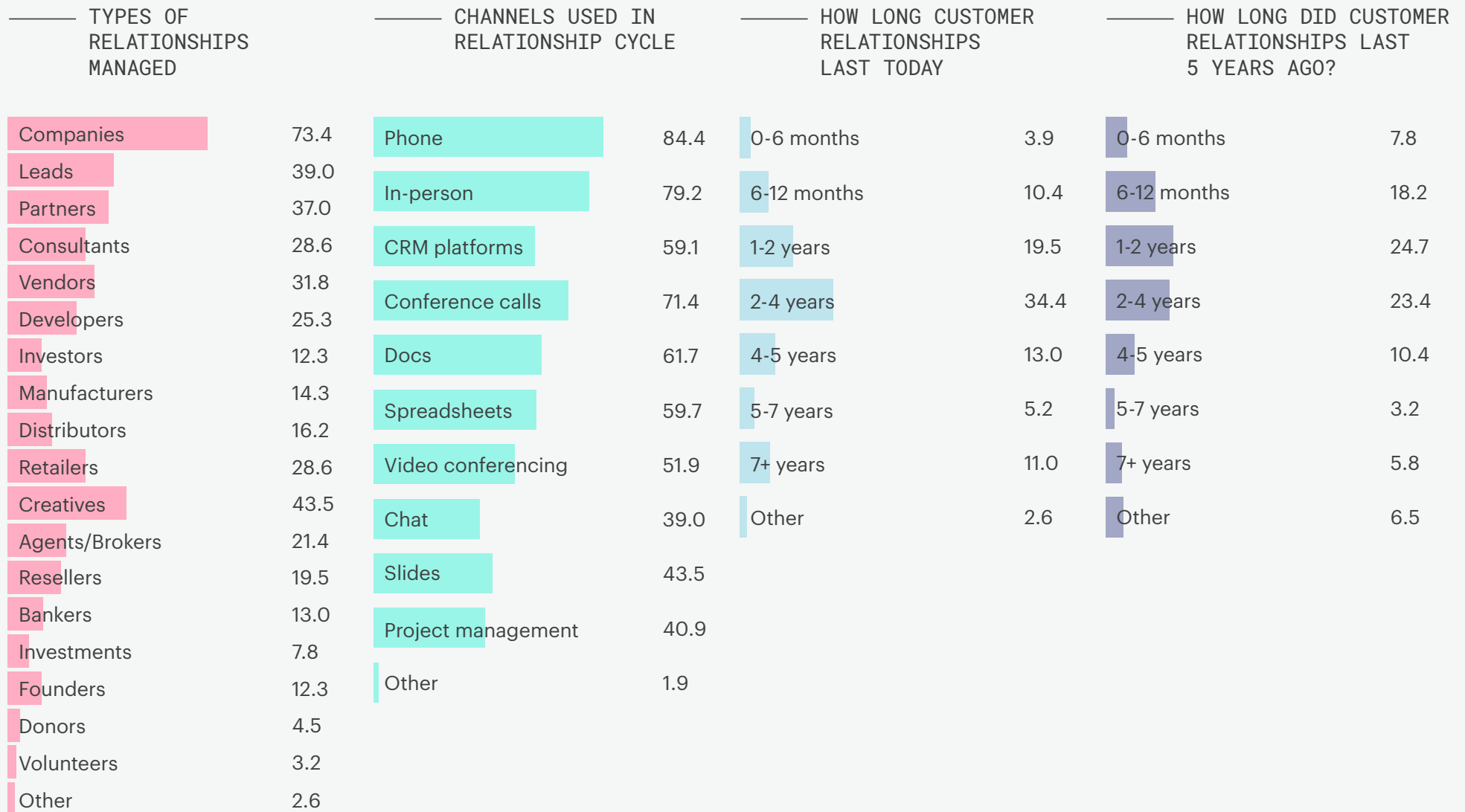
Though traditional, phone calls and in-person meetings are still by far the most popular channels of managing relationships.

Relationships are much longer-lasting today compared with 5 years ago. Responses of 7-year (or longer) relationships have almost doubled, while responses of 0-12 month relationships have decreased by almost half.

Industry Profiles: Advertising



Industry Profiles: Advertising



Industry Profiles:

Banking/Financial Services

Customer data lives in multiple systems including CRM, Gmail, and accounting or financial software.

About 11% of respondents reported spending over 20 hours a week on data entry. That's almost half the work week.

Marketing, Sales, and Biz Dev teams are most commonly involved in relationship-building.

Roughly 30% of respondents work with at least 7 teammates to build these relationships.

Companies, bankers, agents, and brokers are among the most commonly managed relationships.

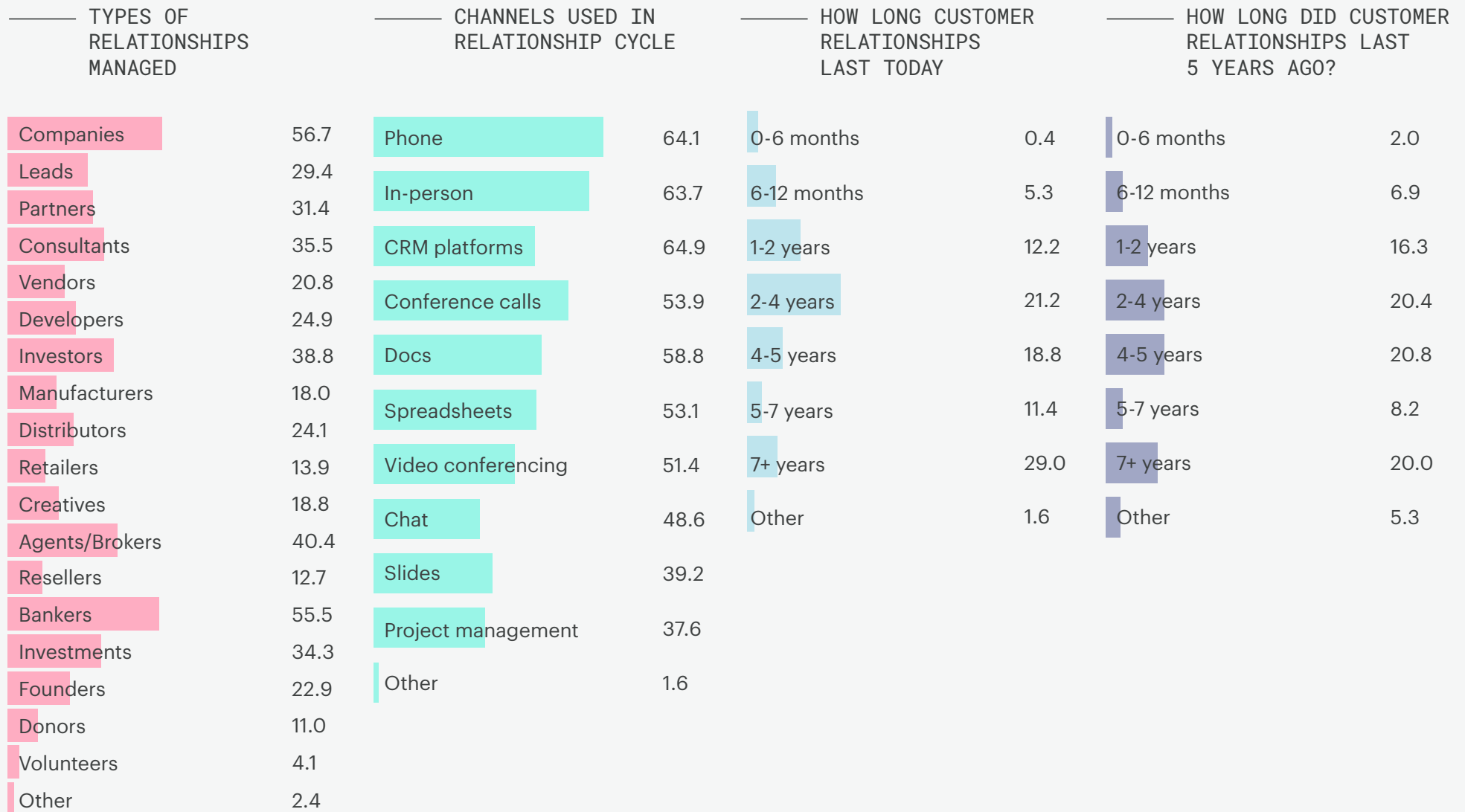
Respondents use multiple channels to manage relationships including phone calls, CRM platforms, and in-person meetings. Surprisingly, Docs are more popular than traditional conference calls.

Relationships have become longer-lasting within the last 5 years. Today, there are fewer short-term relationships and more responses of relationships that last 5 or more years.

Industry Profiles: Banking/Financial Services

WHERE CUSTOMER DATA LIVES		TIME SPENT ON MANUAL DATA ENTRY		TEAMS INVOLVED IN RELATIONSHIP BUILDING		TEAMMATES INVOLVED IN BUILDING CUSTOMER RELATIONSHIPS	
CRM Software	98.0	Less than 1 hour	6.9	Sales	55.9	0 teammates	0.4
Gmail	66.9	1 hour	5.7	Marketing	53.1	1-2 teammates	12.2
Accounting/Financial	67.3	2-5 hours	28.5	Business development	55.1	3-4 teammates	34.7
Spreadsheets	55.9	6-10 hours	26.5	Operations	43.3	5-6 teammates	22.4
Project management	50.6	10-15 hours	12.7	Customer success	41.6	7-10 teammates	14.3
Support/Ticketing software	42.0	15-20 hours	8.2	Engineering/Product	17.1	11+ teammates	15.9
None of the above	0.4	More than 20 hours	11.4	Finance	43.3		
				HR	27.8		
				Legal	16.7		
				Other	1.2		

Industry Profiles: Banking/Financial Services



Industry Profiles: Consulting

Customer data lives in multiple systems including CRM, Gmail, and spreadsheets.

Almost 20% of respondents reported spending over 10 hours a week on data entry. That's more than 1 work day.

Marketing, Sales, Biz Dev, and Operations teams are most commonly involved in relationship-building.

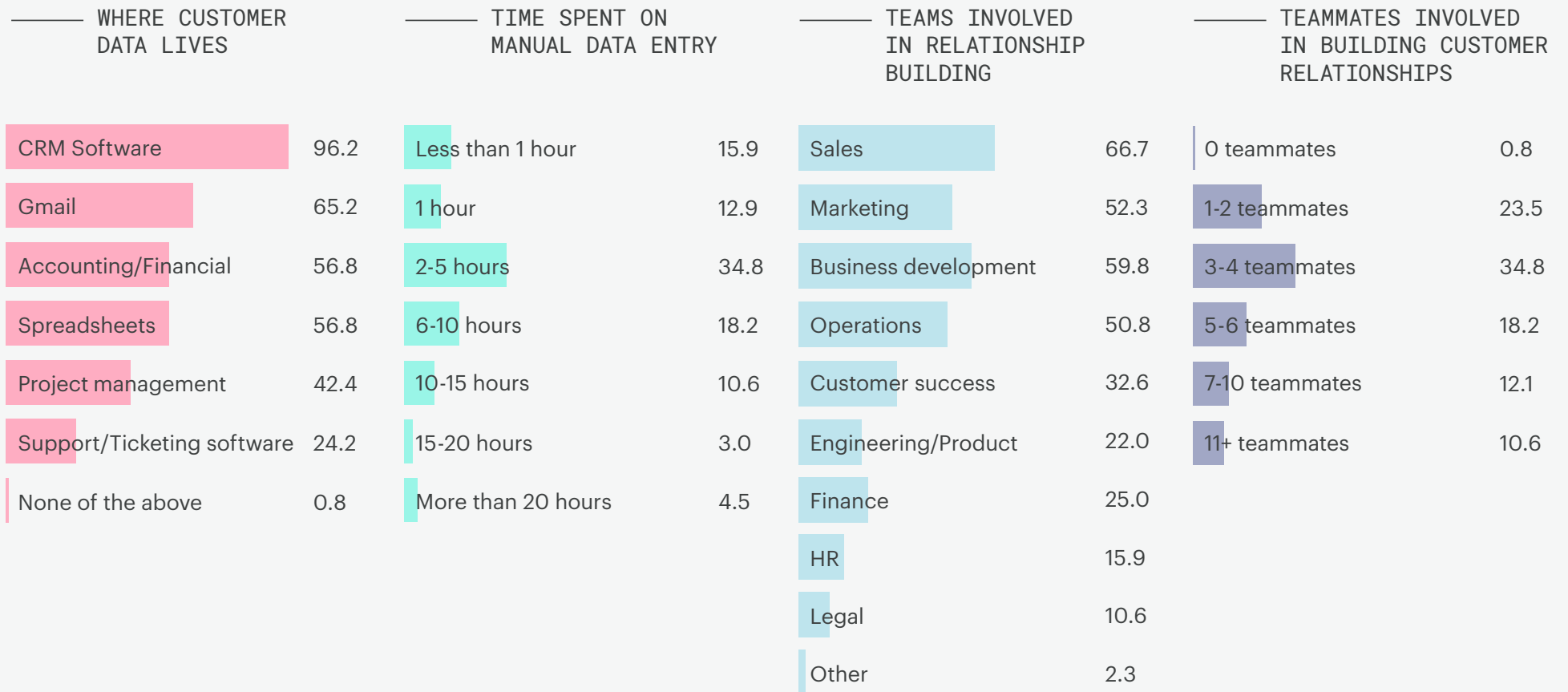
Only 0.8% of respondents work alone to build these relationships.

Companies, other consultants, and leads are among the most commonly managed relationships.

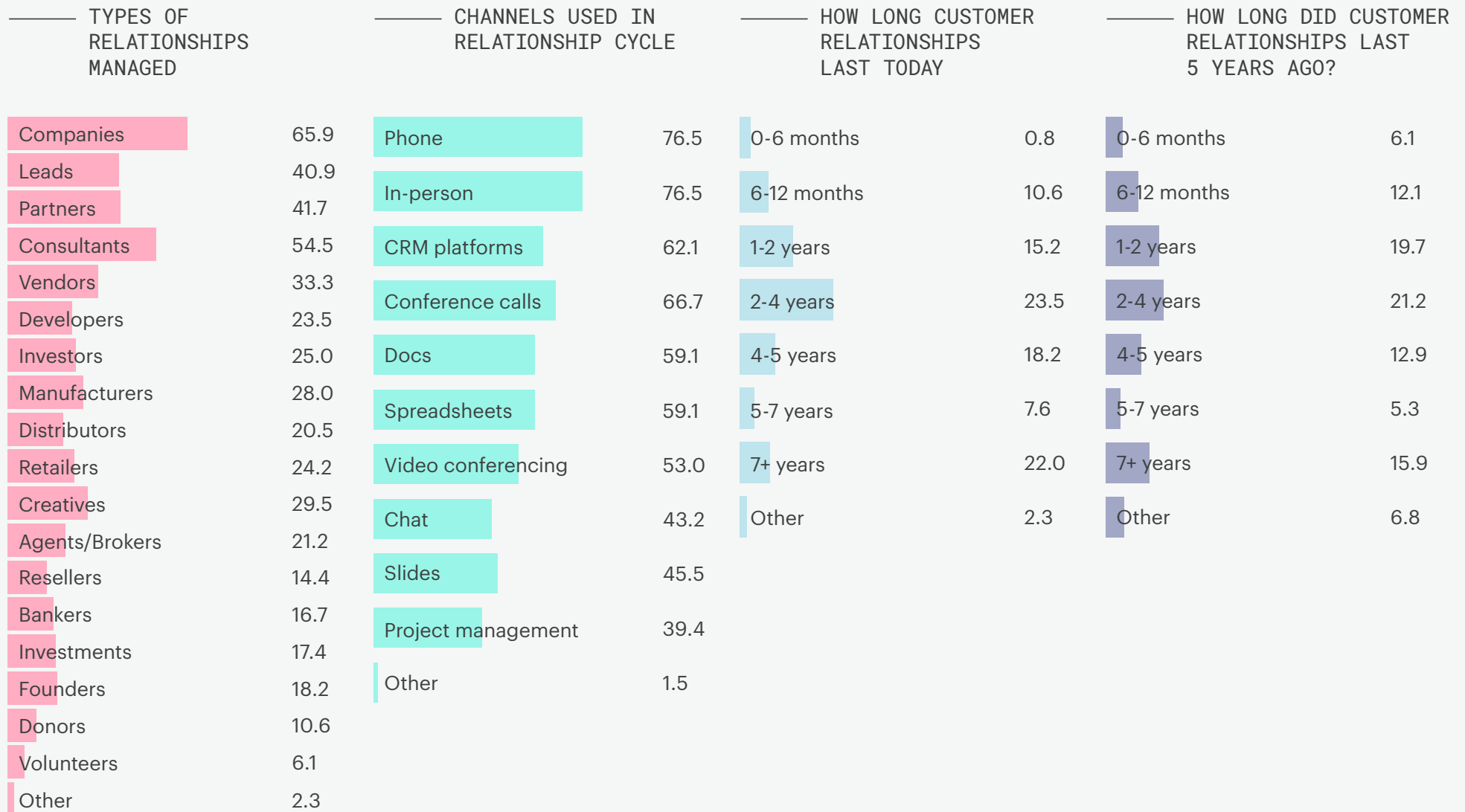
Respondents use multiple channels to manage relationships including phone calls, CRM platforms, and in-person meetings.

Relationships have become longer-lasting within the last 5 years. Today, there are fewer relationships that last less than 2 years and more long-term relationships, with a significant jump in responses of relationships that last 7+ years.

Industry Profiles: Consulting



Industry Profiles: Consulting



Industry Profiles:

Education

Customer data lives in multiple systems including CRM, Gmail, and spreadsheets.

Respondents most commonly (36%) spent 2-5 hours a week on data entry.

Marketing, Sales, Biz Dev, and Operations teams are most commonly involved in relationship-building.

Over 20% of respondents work with 11+ teammates to build these relationships. No respondents work alone.

Companies, partners, and leads are among the most commonly managed relationships.

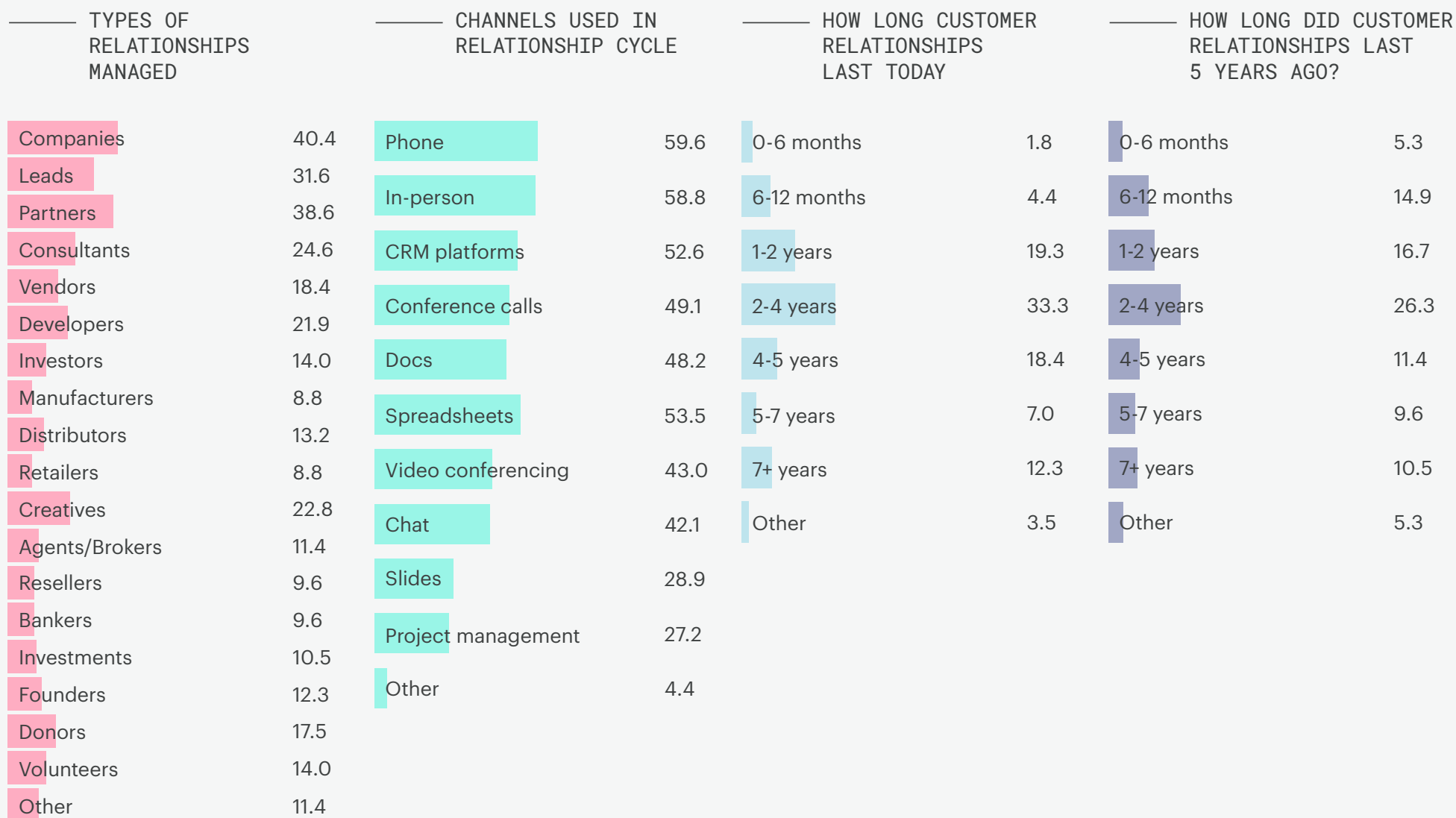
Respondents use multiple channels to manage relationships including phone calls and in-person meetings. Surprisingly, spreadsheets were the third most common channel used.

Relationships have generally become longer-lasting within the last 5 years. There are significantly fewer responses of 0-to-6-month-long relationships and more responses of relationships lasting 2+ years.

Industry Profiles: Education

WHERE CUSTOMER DATA LIVES		TIME SPENT ON MANUAL DATA ENTRY		TEAMS INVOLVED IN RELATIONSHIP BUILDING		TEAMMATES INVOLVED IN BUILDING CUSTOMER RELATIONSHIPS	
CRM Software	93.0	Less than 1 hour	9.6	Sales	48.2	0 teammates	0.0
Gmail	64.0	1 hour	13.2	Marketing	56.1	1-2 teammates	16.7
Accounting/Financial	52.6	2-5 hours	36.0	Business development	50.9	3-4 teammates	32.5
Spreadsheets	59.6	6-10 hours	19.3	Operations	49.1	5-6 teammates	22.8
Project management	33.3	10-15 hours	12.3	Customer success	33.3	7-10 teammates	7.9
Support/Ticketing software	36.0	15-20 hours	4.4	Engineering/Product	22.8	11+ teammates	20.2
None of the above	0.9	More than 20 hours	5.3	Finance	25.4		
				HR	22.8		
				Legal	14.9		
				Other	2.6		

Industry Profiles: Education



Industry Profiles:

Energy

Customer data lives in multiple systems including CRM, Gmail, and spreadsheets.

Over 90% of respondents reported spending at least 2 hours a week on data entry, with almost 15% spending over 15 hours a week.

Marketing, Sales, Biz Dev, and Operations teams are most commonly involved in relationship-building.

Over 80% of respondents work with 3+ teammates to build these relationships. No respondents work alone.

Companies, partners, manufacturers, and distributors are among the most commonly managed relationships.

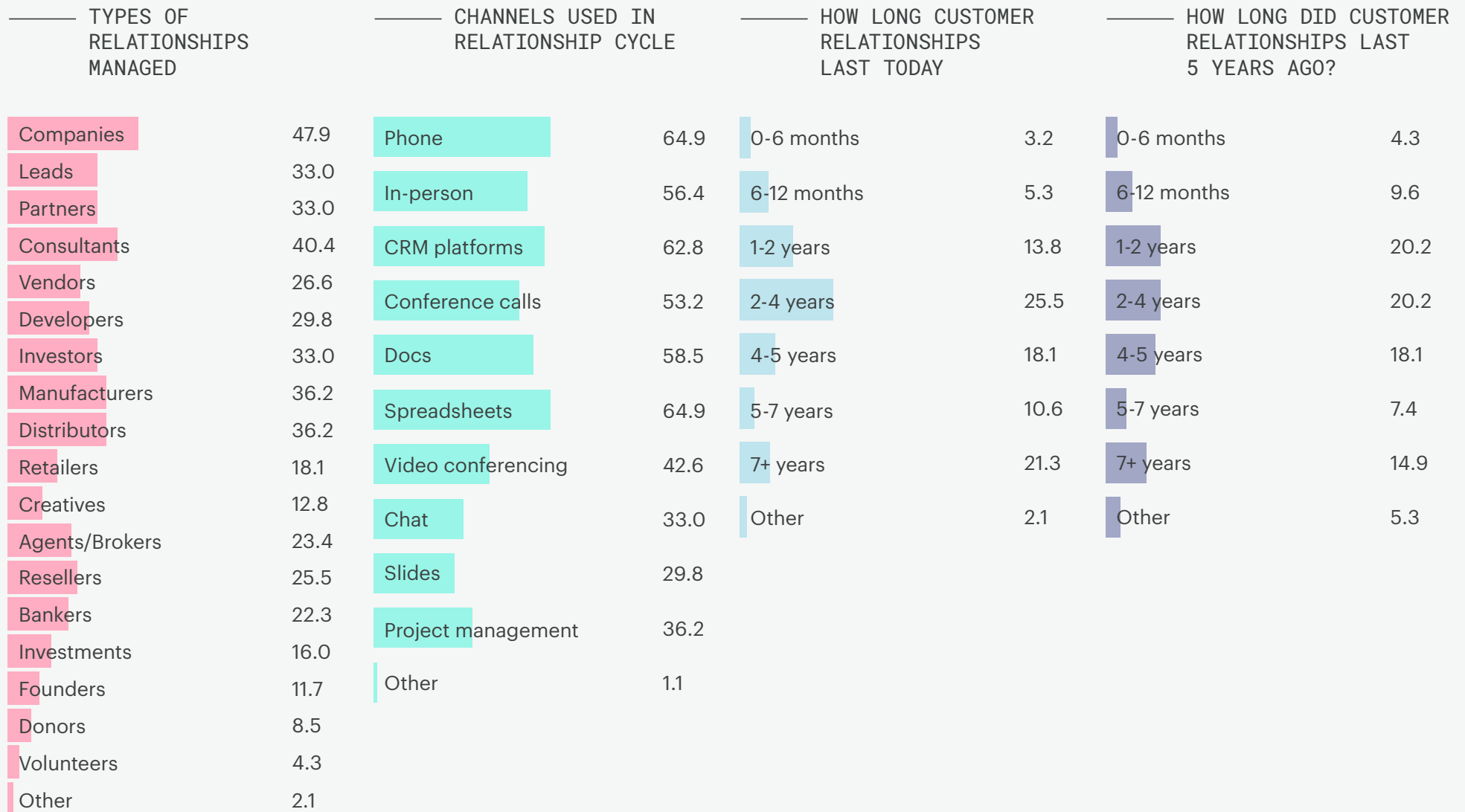
Respondents use multiple channels to manage relationships. Surprisingly, phone calls and spreadsheets were tied for the most common response (64.9%). CRM platforms were a close third at 62.8%.

Relationships have become longer-lasting within the last 5 years, with a significant jump in responses of present-day relationships lasting 5+ years.

Industry Profiles: Energy



Industry Profiles: Energy



Industry Profiles: Information Technology

Customer data lives in multiple systems including CRM, Gmail, and accounting or financial software.

Over 80% of respondents reported spending at least 2 hours a week on data entry, with over 12% spending over 15 hours a week.

Marketing, Sales, and Biz Dev teams are most commonly involved in relationship-building.

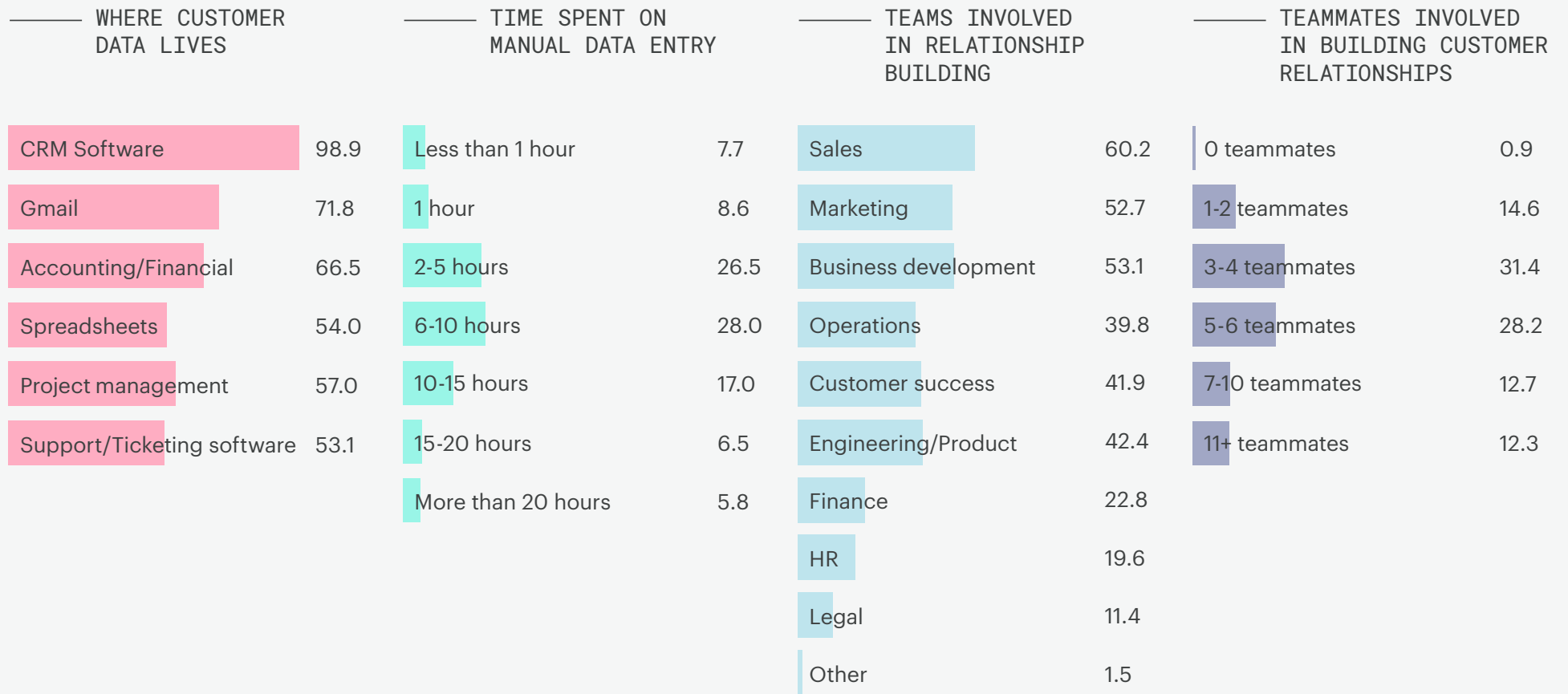
A quarter of respondents work with 7+ teammates to build these relationships. Less than 1% of respondents work alone.

Companies, consultants, and developers are among the most commonly managed relationships.

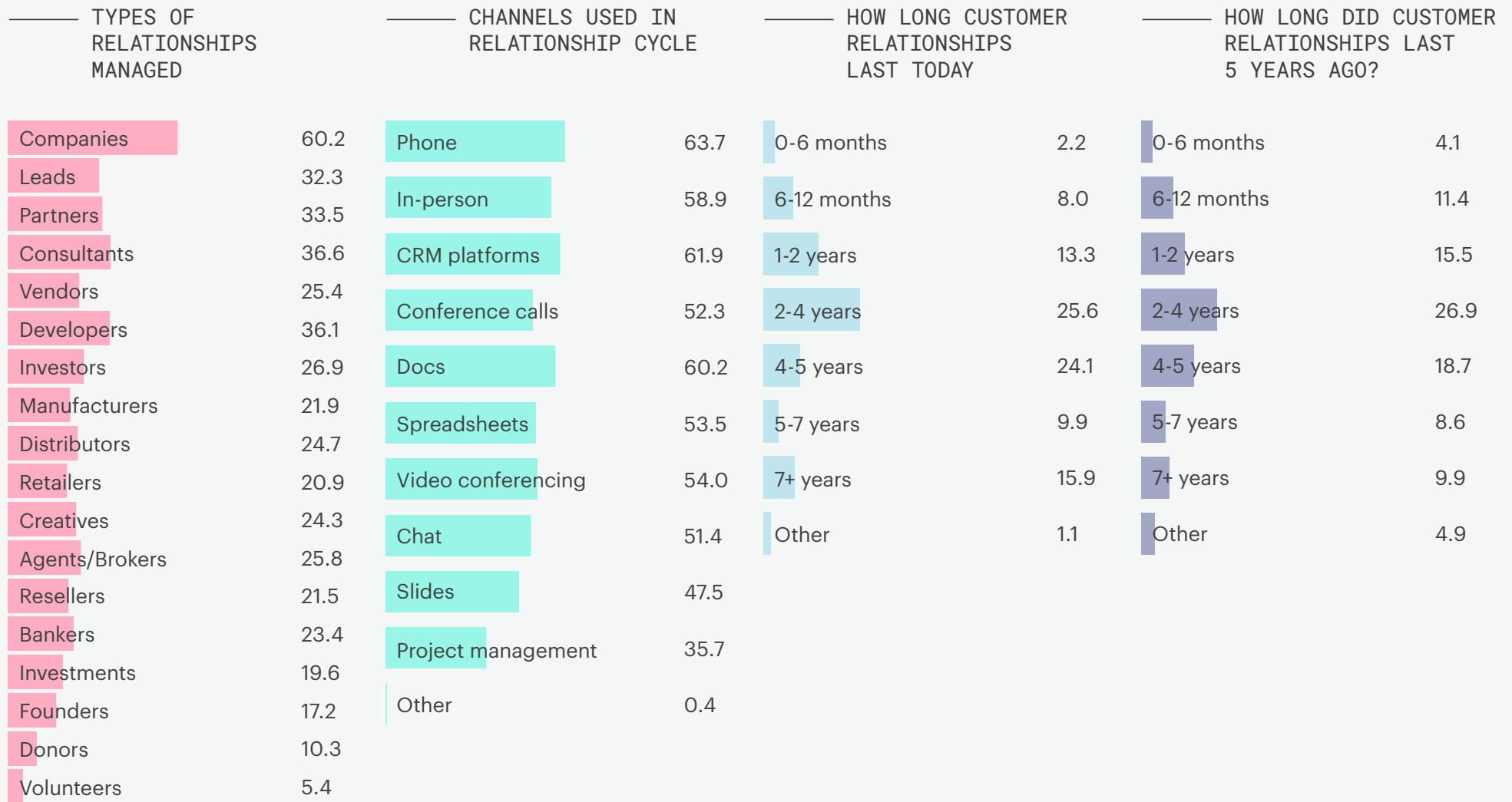
Respondents use multiple channels to manage relationships, but phone calls (63.7%), CRM platforms (61.9%), and Docs (60.2%) were most commonly used.

Relationships have become longer-lasting within the last 5 years. Today, there are significantly fewer relationships lasting 2 years or less, and significant more relationships lasting 4+ years.

Industry Profiles: Information Technology



Industry Profiles: Information Technology



Industry Profiles: Media/Publishing

Customer data lives in multiple systems including CRM, Gmail, and spreadsheets.

Over 80% of respondents reported spending at least 2 hours a week on data entry.

Marketing, Sales, and Biz Dev teams are most commonly involved in relationship-building.

Over 85% of respondents work with 3+ teammates to build these relationships.
No respondents work alone.

Companies, creatives, and leads are among the most commonly managed relationships.

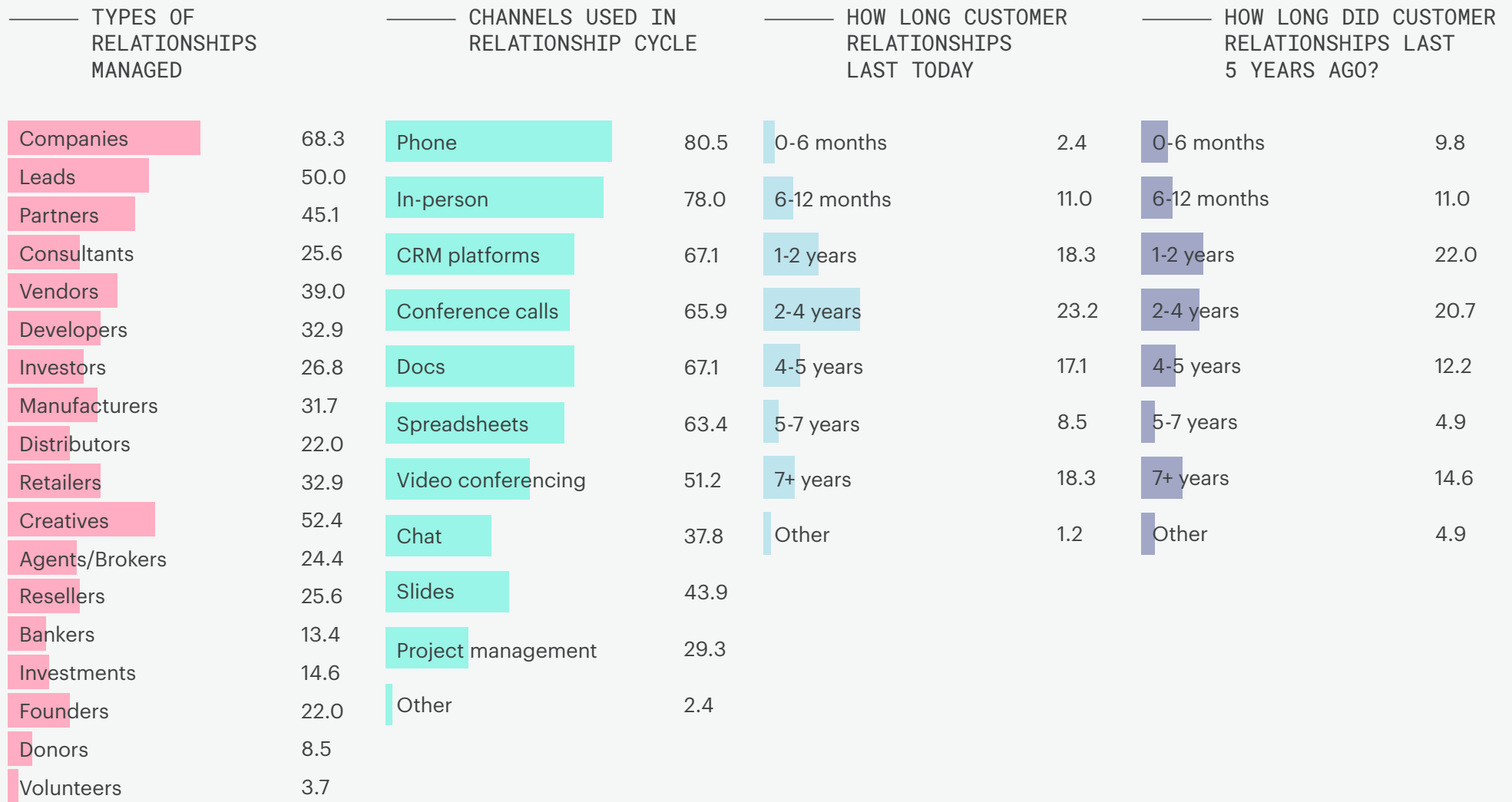
Respondents use multiple channels to manage relationships including phone calls and in-person meetings. Spreadsheets and Docs were tied for the third most common channel used.

Relationships have become longer-lasting within the last 5 years, with a significant decrease in responses of 0-6-month-long relationships (from 9.8% to about 2%) and a significant increase in responses of relationships lasting 5+ years.

Industry Profiles: Media/Publishing



Industry Profiles: Media/Publishing



Industry Profiles:

Real Estate

Customer data lives in multiple systems including CRM, Gmail, and spreadsheets.

Among industries, realtors spend the least amount of time on data entry. Though most respondents spend 2-5 hours a week on data entry, over 30% of respondents reported spending 1 hour or less.

Marketing, Sales, and Biz Dev teams are most commonly involved in relationship-building.

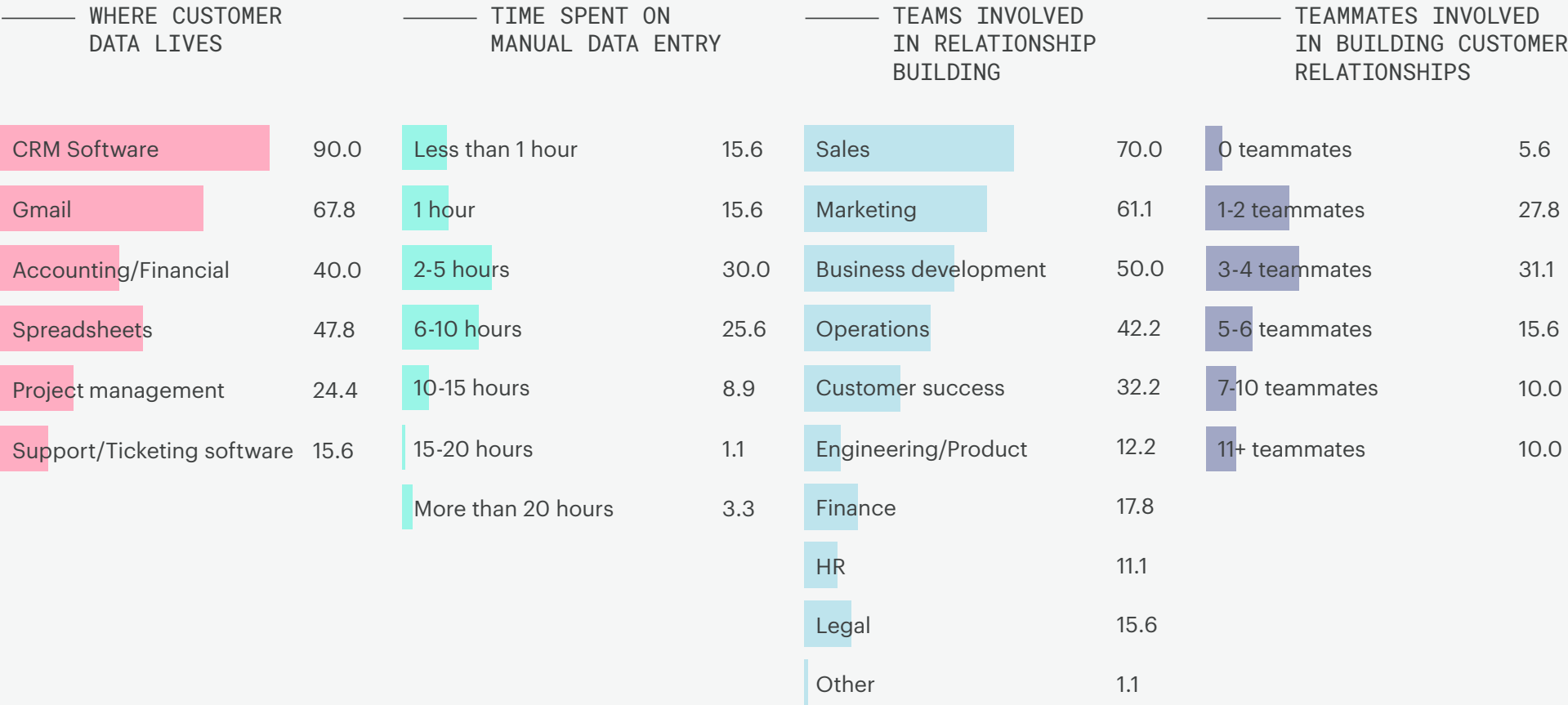
There are also more lone wolves in real estate compared to other industries. Over 5% work alone, to build these relationships, though over 35% work with 5+ teammates.

Leads, investors, other agents, and brokers are among the most commonly managed relationships.

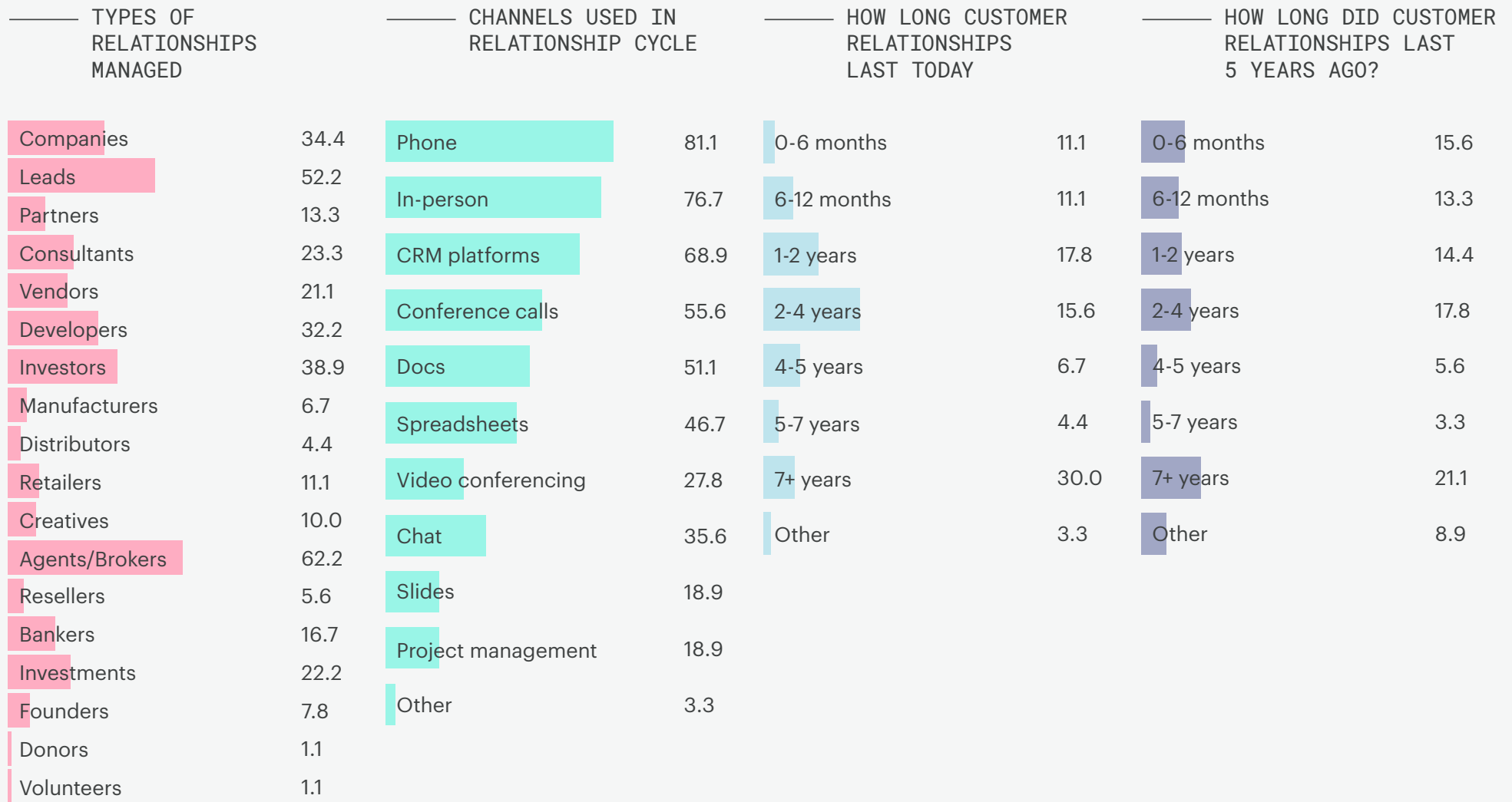
Respondents reported using multiple channels to manage relationships, with phone calls, in-person meetings, and CRM platforms being the most popular channels.

Relationships have become longer-lasting within the last 5 years, with a significant jump in responses of relationships lasting 7+ years.

Industry Profiles: Real Estate



Industry Profiles: Real Estate



Industry Profiles:

Software

Customer data lives in multiple systems including CRM, Gmail, and spreadsheets.

Respondents most commonly reported spending 2-5 hours a week on data entry (40.7%).

Marketing, Sales, Business Development, and Customer Success teams are most heavily involved in relationship-building.

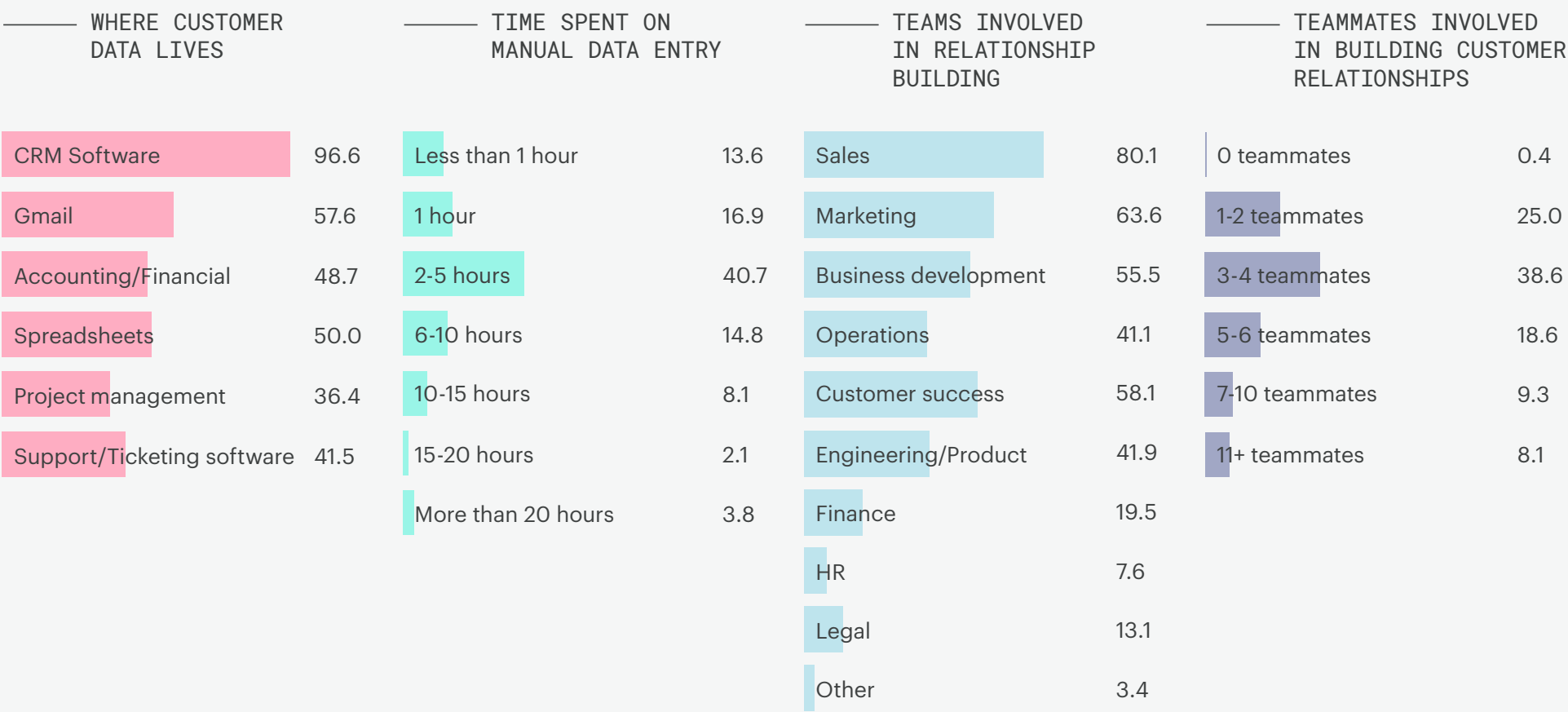
About 35% of respondents work with 5+ teammates to build these relationships, while only 0.4% work alone.

Companies, leads, and partners are among the most commonly managed relationships.

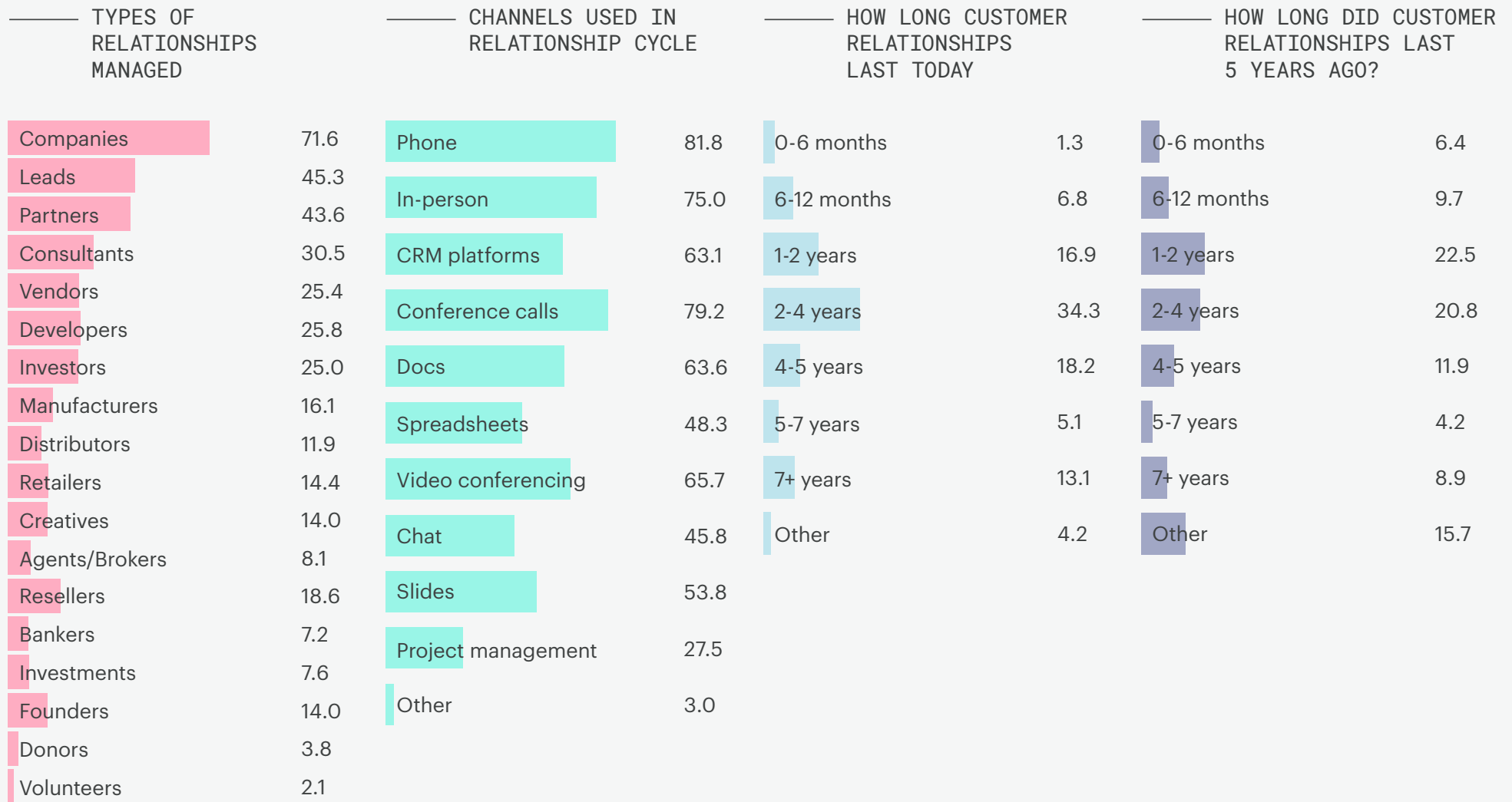
Respondents reported using multiple channels to manage relationships, with phone calls, in-person meetings, and conference calls being the most popular channels.

Relationships have become longer-lasting within the last 5 years, with a significant decrease in responses of relationships lasting less than two years.

Industry Profiles: Software



Industry Profiles: Software





Country Profiles

:copper

Country Profiles:

Australia

Customer data lives in multiple systems, most commonly CRM, Gmail, and accounting or financial software.

Over 85% of respondents reported spending at least 2 hours a week on data entry, with over 15% spending 15+ hours (more than 2 work days) a week.

Marketing, Sales, and Business Development teams are most heavily involved in relationship-building.

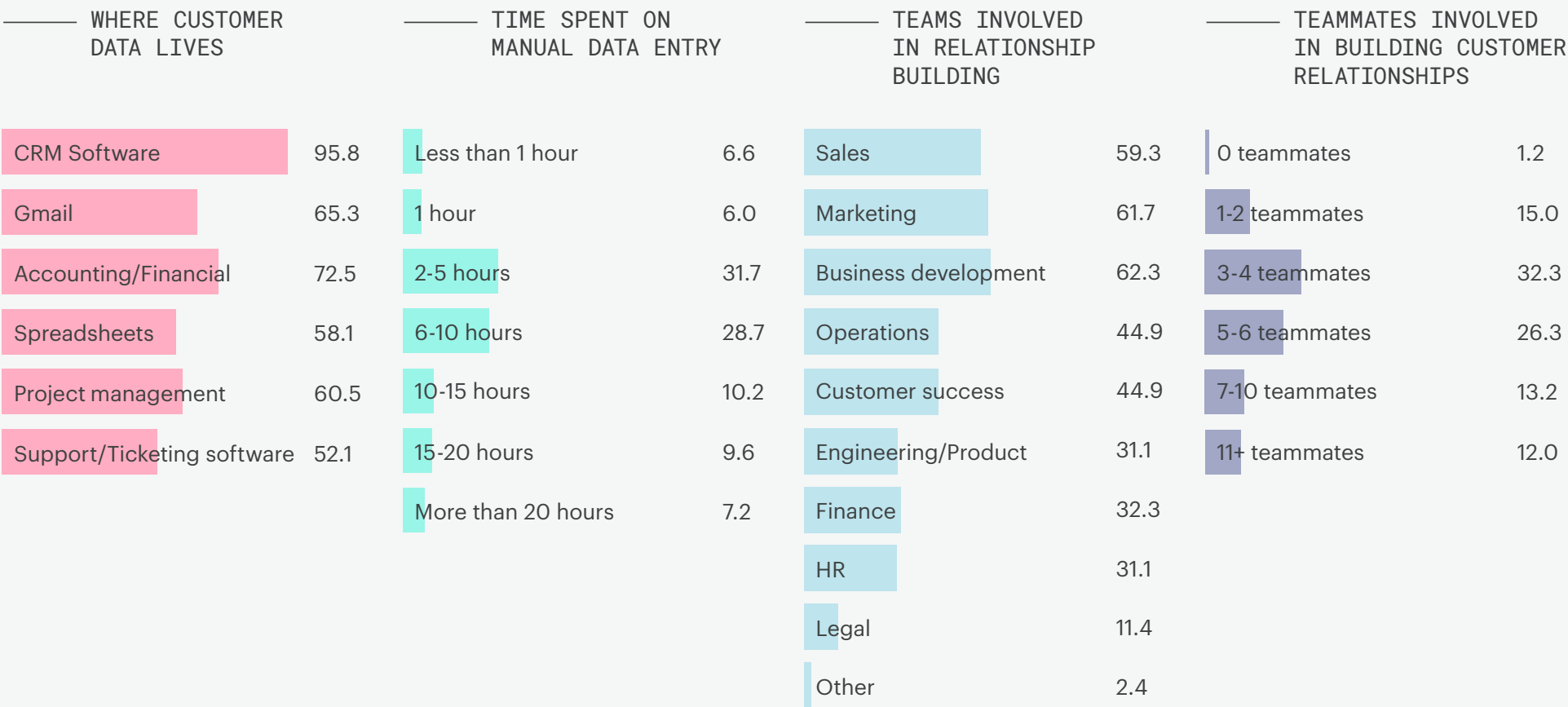
Almost 99% of respondents worked with teammates to build these relationships.

Companies, consultants, and partners are among the most commonly managed relationships.

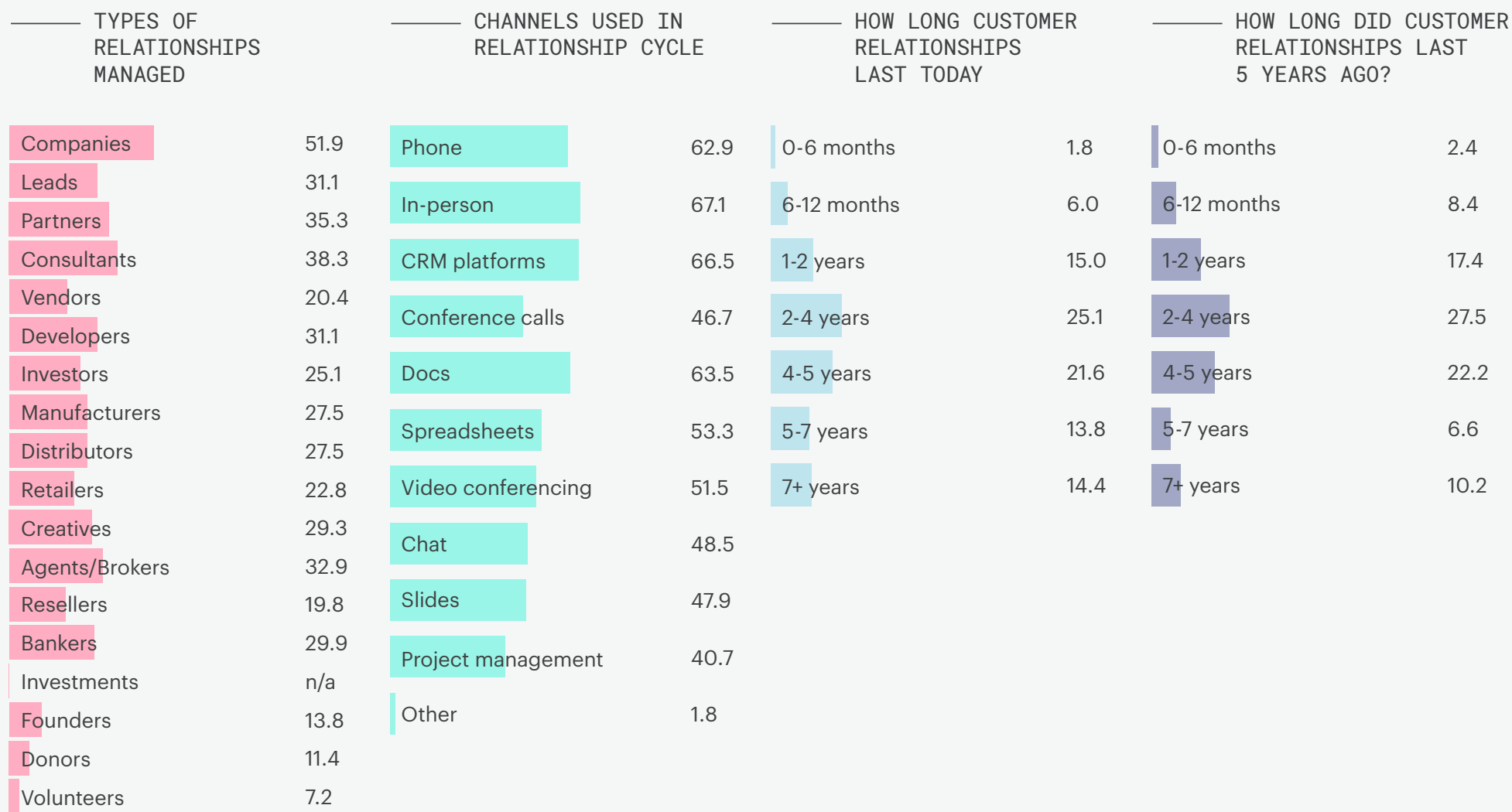
Respondents reported using multiple channels to manage relationships, with in-person meetings, CRM platforms, and Docs being the most popular channels.

Relationships have become longer-lasting within the last 5 years, with a 100% increase in reports of relationships lasting 5+ years.

Country Profiles: Australia



Country Profiles: Australia



Country Profiles:

Canada

Customer data lives in multiple systems, most commonly CRM, Gmail, and accounting or financial software.

Over 85% of respondents reported spending at least 2 hours a week on data entry, with over 20% spending 10+ hours a week.

Sales, Marketing, and Business Development teams are most heavily involved in relationship-building.

Almost a quarter of respondents worked with 7+ teammates to build these relationships. Only 0.4% work alone.

Companies, consultants, and partners are among the most commonly managed relationships.

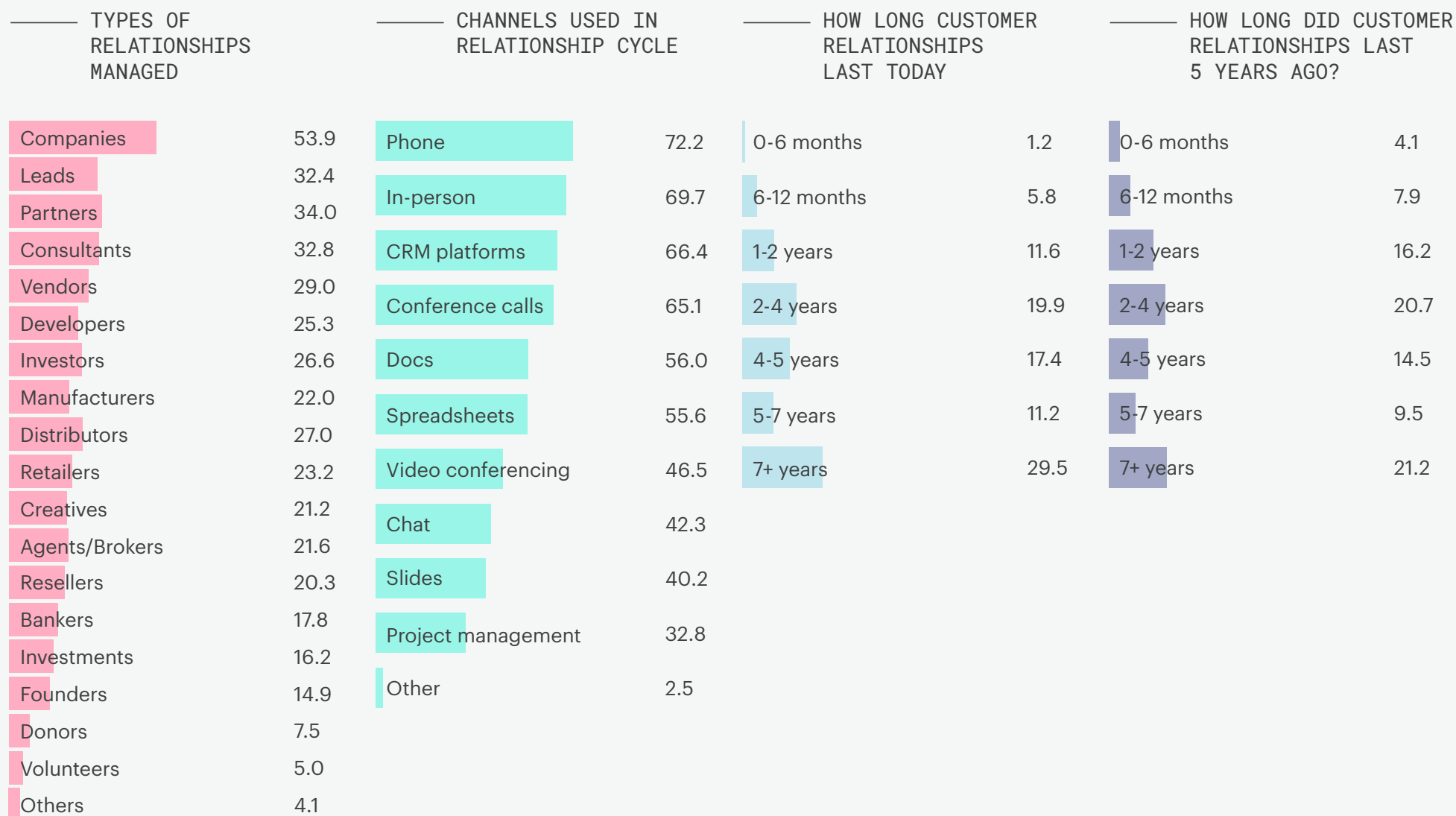
Respondents reported using multiple channels to manage relationships, with phone calls, in-person meetings, and CRM platforms being the most popular channels.

Relationships have become longer-lasting within the last 5 years, with the most significant change in responses of relationships lasting 7+ years (an 8.3% increase).

Country Profiles: Canada 🇨🇦

WHERE CUSTOMER DATA LIVES		TIME SPENT ON MANUAL DATA ENTRY		TEAMS INVOLVED IN RELATIONSHIP BUILDING		TEAMMATES INVOLVED IN BUILDING CUSTOMER RELATIONSHIPS	
CRM Software	94.6	Less than 1 hour	10.0	Sales	68.9	0 teammates	0.4
Gmail	68.9	1 hour	14.1	Marketing	58.1	1-2 teammates	19.1
Accounting/Financial	59.8	2-5 hours	34.0	Business development	56.4	3-4 teammates	35.3
Spreadsheets	54.4	6-10 hours	21.6	Operations	45.6	5-6 teammates	20.7
Project management	43.2	10-15 hours	10.4	Customer success	41.9	7-10 teammates	10.8
Support/Ticketing software	39.4	15-20 hours	5.4	Engineering/Product	31.5	11+ teammates	13.7
		More than 20 hours	4.6	Finance	23.2		
				HR	16.2		
				Legal	10.0		
				Other	2.9		

Country Profiles: Canada 🇨🇦



Country Profiles:

Denmark

Customer data lives in multiple systems, most commonly CRM, Gmail, and accounting or financial software, with 100% of respondents using CRM.

The majority of respondents (52.4%) spend 6-10 hours a week on data entry, with over 90% reportedly spending at least 2 hours a week.

Sales, Marketing, and Business Development teams are most heavily involved in relationship-building.

About 60% of respondents work with at least 5 teammates to build these relationships. None work alone.

Companies, retailers, and resellers are among the most commonly managed relationships.

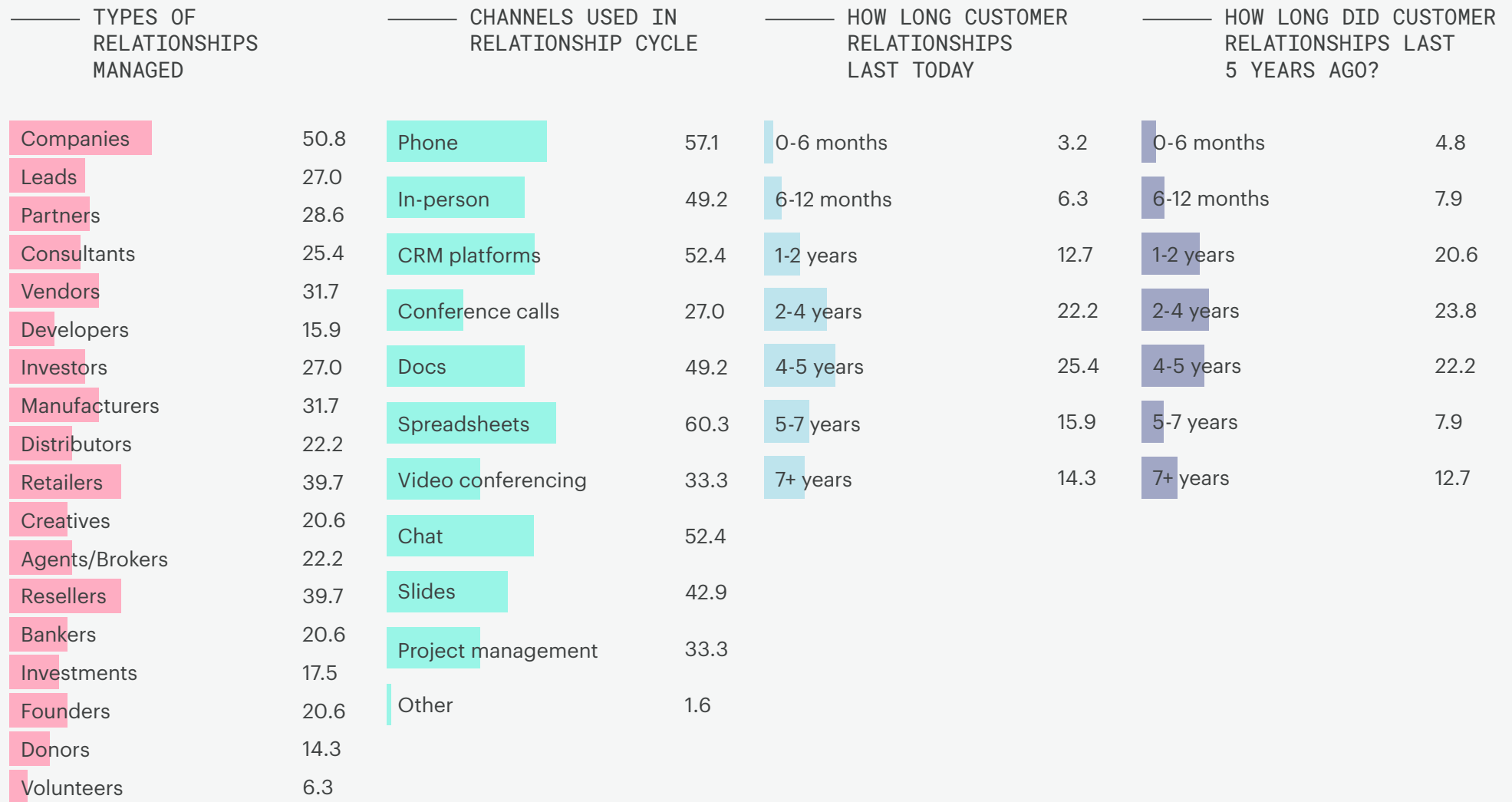
Respondents reported using multiple channels to manage relationships, with spreadsheets (60.3%) being the most popular, beating even phone calls. CRM platforms and chat were tied for third place.

Relationships have become longer-lasting within the last 5 years. The most significant change appeared in responses of relationships lasting 5-7 years, which more than doubled.

Country Profiles: Denmark



Country Profiles: Denmark



Country Profiles:

France

Customer data lives in multiple systems, most commonly CRM, Gmail, and accounting or financial software, with 100% of respondents using CRM.

Almost 98% of respondents spend at least 1 hour a week on data entry, with almost 10% spending at least 15 hours (about 2 work days) a week.

Sales, Marketing, and Business Development teams are most heavily involved in relationship-building.

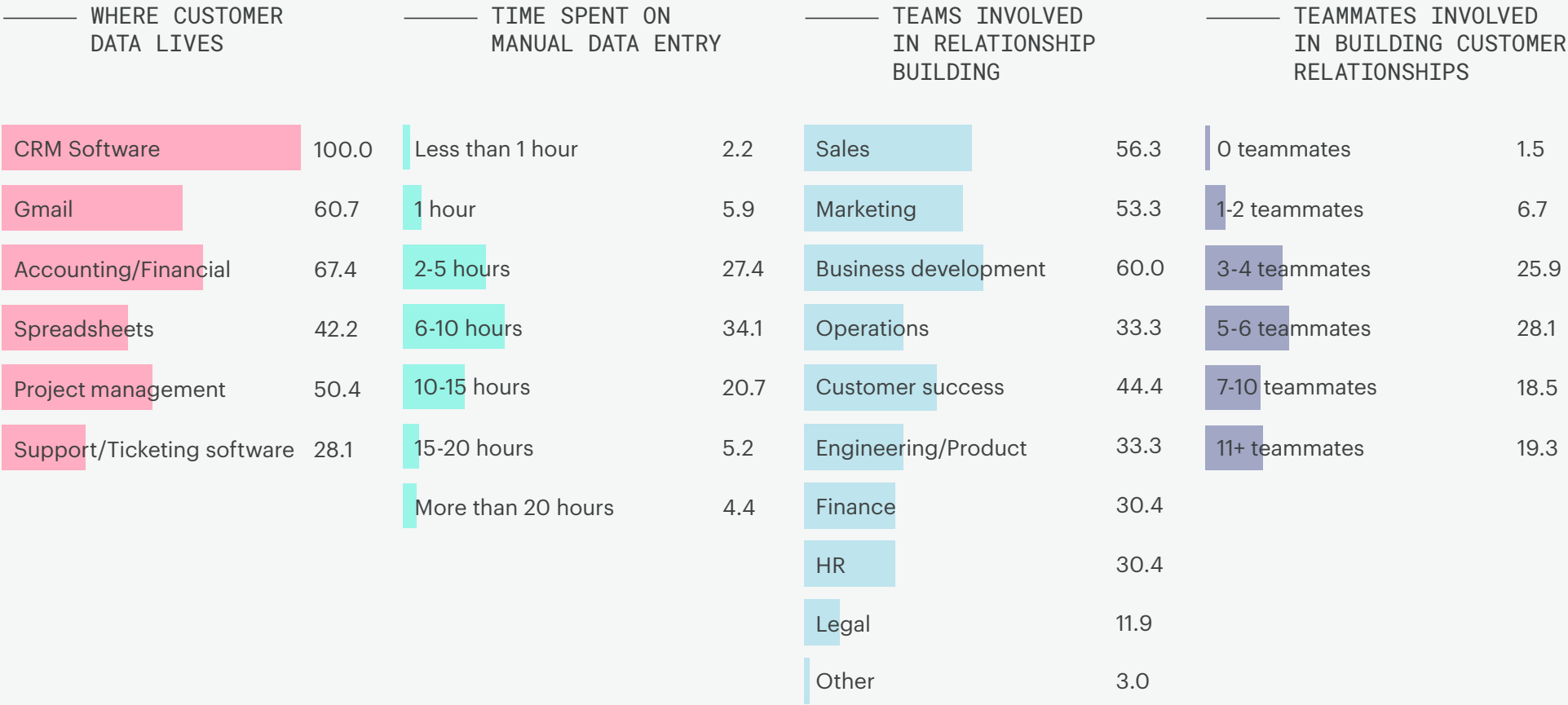
Over 90% of respondents work with at least 3 teammates to build these relationships. Almost 20% work with over 11 teammates.

Companies, leads, and developers are among the most commonly managed relationships.

Respondents reported using multiple channels to manage relationships, with CRM platforms (70.4%) beating even phone calls (68.1%).

Relationships have become longer-lasting within the last 5 years. The most significant change appeared in responses of relationships lasting 4-5 years, which almost doubled from 17% to 33.3%.

Country Profiles: France



Country Profiles: France

TYPES OF RELATIONSHIPS MANAGED		CHANNELS USED IN RELATIONSHIP CYCLE		HOW LONG CUSTOMER RELATIONSHIPS LAST TODAY		HOW LONG DID CUSTOMER RELATIONSHIPS LAST 5 YEARS AGO?	
Companies	51.9	Phone	68.1	0-6 months	0.7	0-6 months	3.0
Leads	34.8	In-person	65.2	6-12 months	4.4	6-12 months	8.9
Partners	40.7	CRM platforms	70.4	1-2 years	10.4	1-2 years	16.3
Consultants	26.7	Conference calls	57.0	2-4 years	20.7	2-4 years	26.7
Vendors	23.7	Docs	54.8	4-5 years	33.3	4-5 years	17.0
Developers	35.6	Spreadsheets	52.6	5-7 years	14.1	5-7 years	9.6
Investors	29.6	Video conferencing	52.6	7+ years	15.6	7+ years	17.0
Manufacturers	25.9	Chat	44.4				
Distributors	30.4	Slides	43.7				
Retailers	22.2	Project management	35.6				
Creatives	20.0						
Agents/Brokers	13.3						
Resellers	23.0						
Bankers	25.2						
Investments	21.5						
Founders	17.8						
Donors	8.1						
Volunteers	5.2						
Other	0.7						

Country Profiles:

Germany

Customer data lives in multiple systems, most commonly CRM, Gmail, and accounting or financial software, with over 99% of respondents using CRM.

Over 95% of respondents spend at least 1 hour a week on data entry, with over 30% spending at least 10 hours (over 1 work day) a week.

Sales, Marketing, and Business Development teams are most heavily involved in relationship-building.

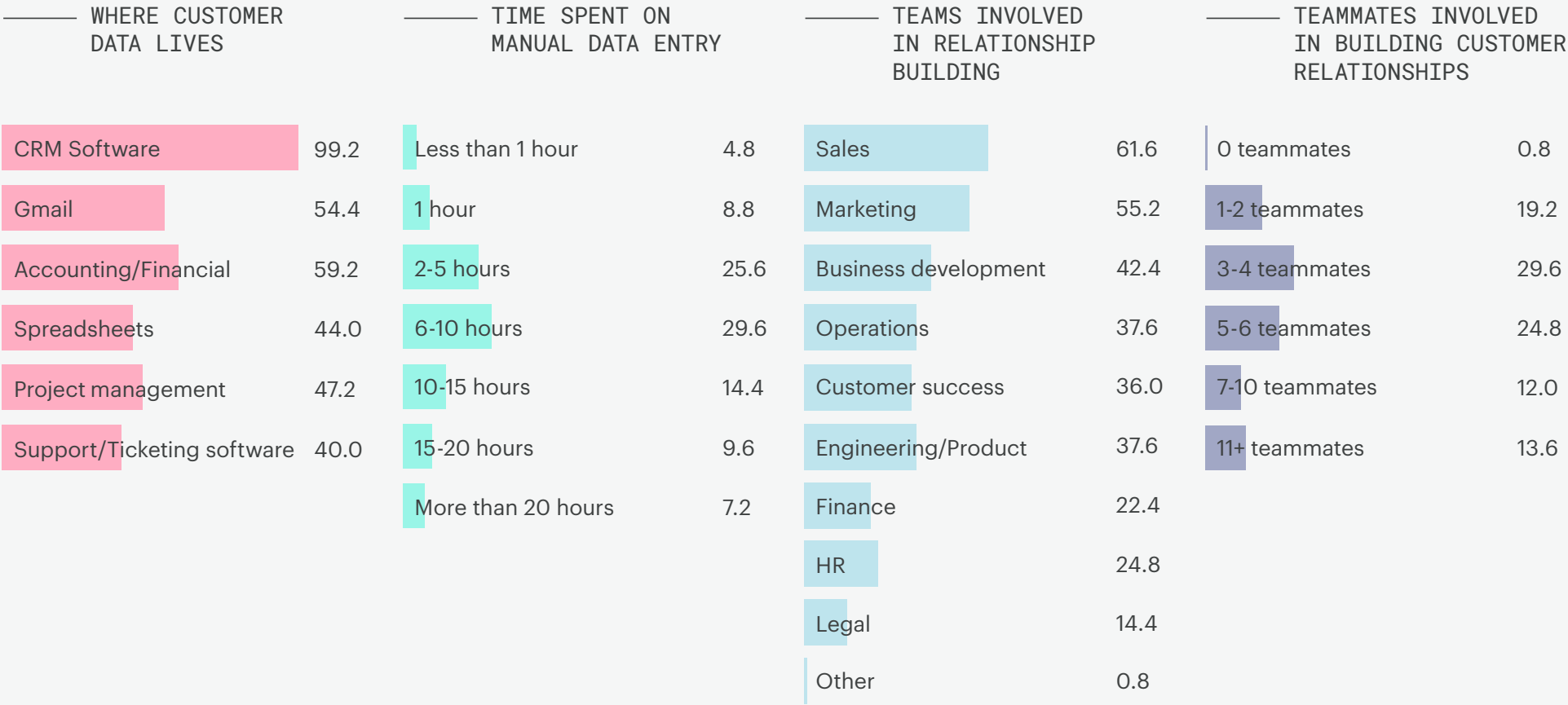
Over 25% of respondents work with at least 7 teammates to build these relationships. Only 0.8% work alone.

Companies, consultants, developers, and manufacturers are among the most commonly managed relationships.

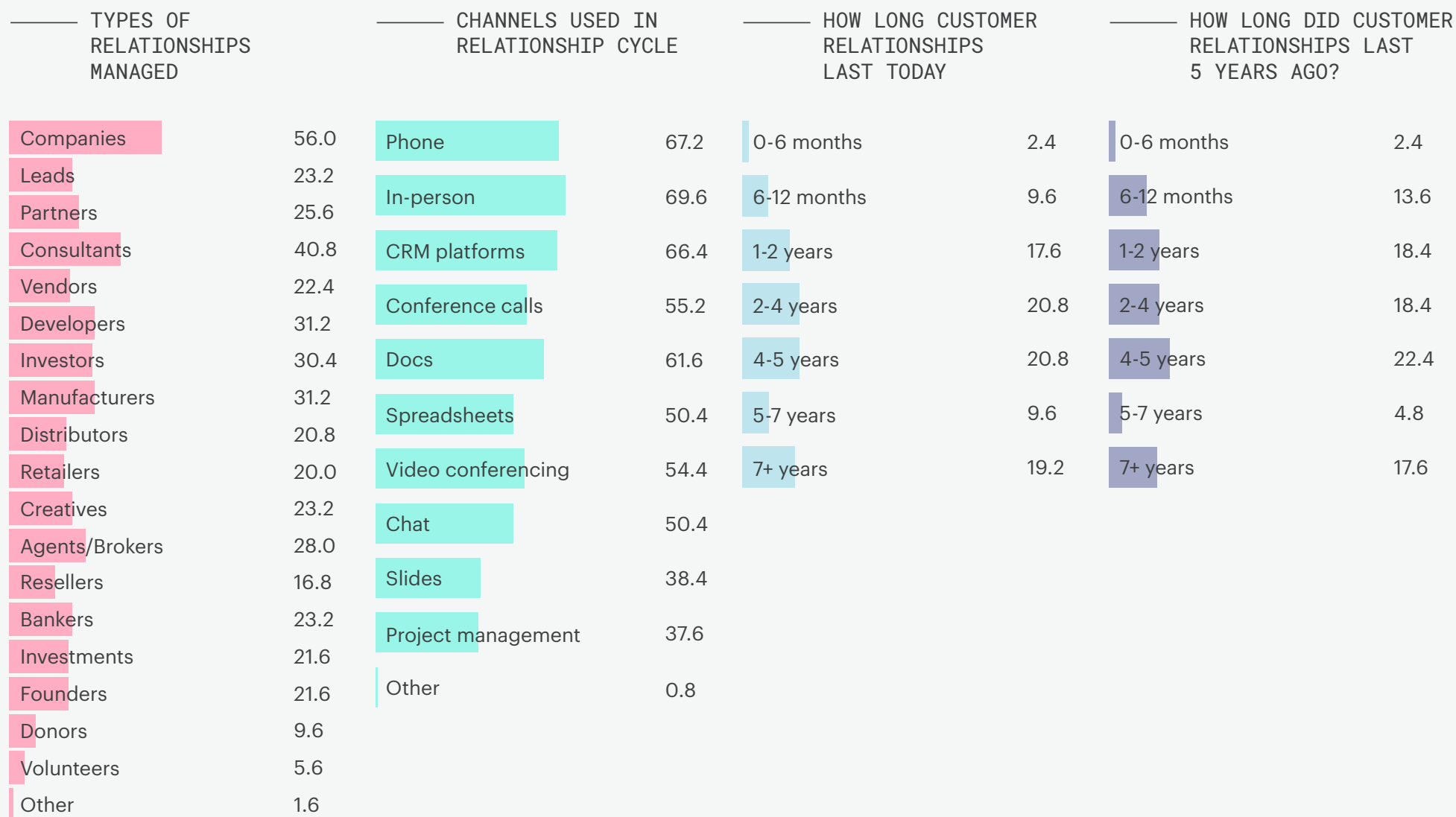
Respondents reported using multiple channels to manage relationships, with phone calls, in-person meetings, and CRM platforms being the most popular channels.

Though responses were somewhat mixed, relationships have generally become longer-lasting within the last 5 years. The most significant change appeared in responses of relationships lasting 5-7 years, which doubled from 4.8% to 9.6%.

Country Profiles: Germany



Country Profiles: Germany



Country Profiles:

Netherlands

Customer data lives in multiple systems, most commonly CRM, Gmail, and accounting or financial software, with 100% of respondents using CRM.

The majority of respondents (almost 65%) spend 2-10 hours a week on data entry, with about 20% spending at least 10 hours (over 1 work day) a week.

Sales, Marketing, and Business Development teams are most heavily involved in relationship-building.

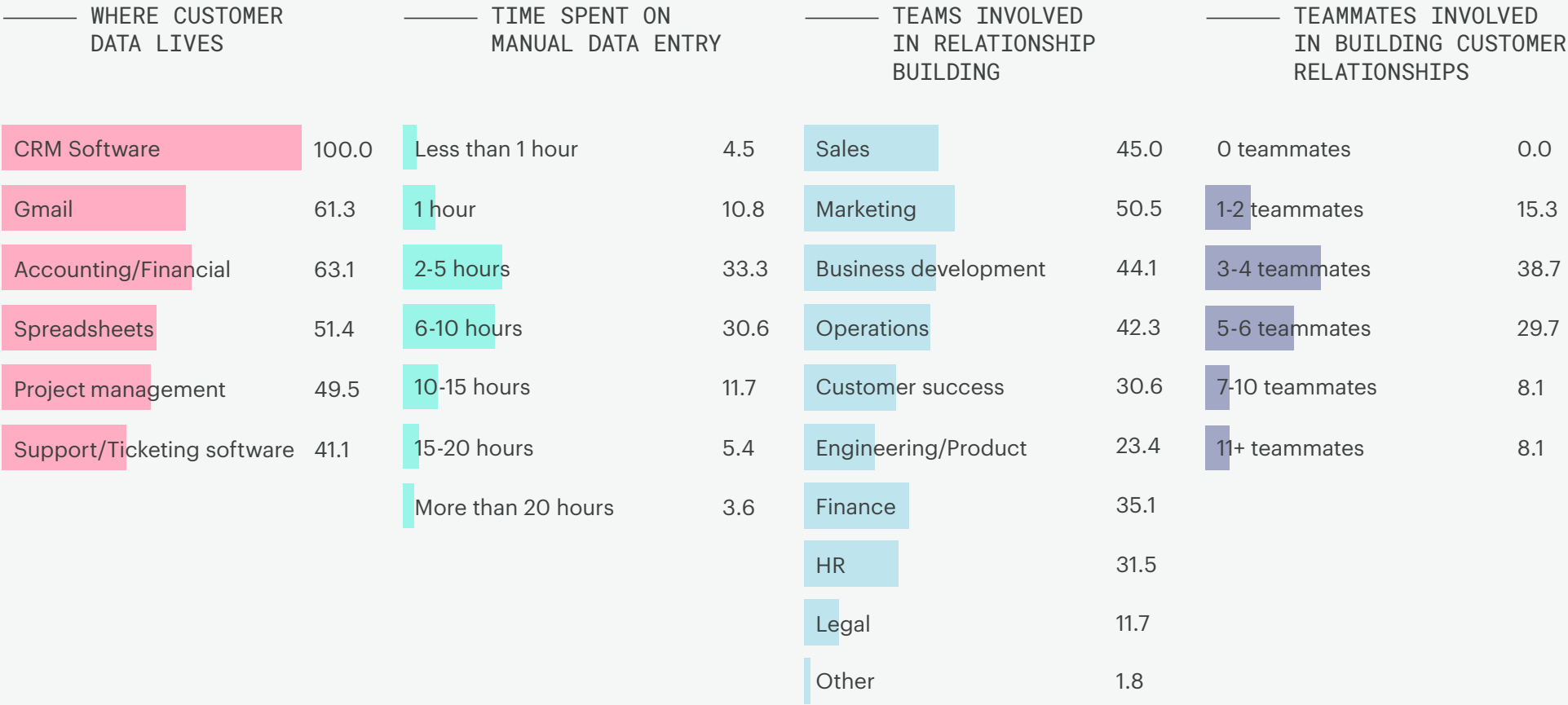
About 85% of respondents work with at least 3 teammates to build these relationships. None work alone.

Companies, distributors, developers, and consultants are among the most commonly managed relationships.

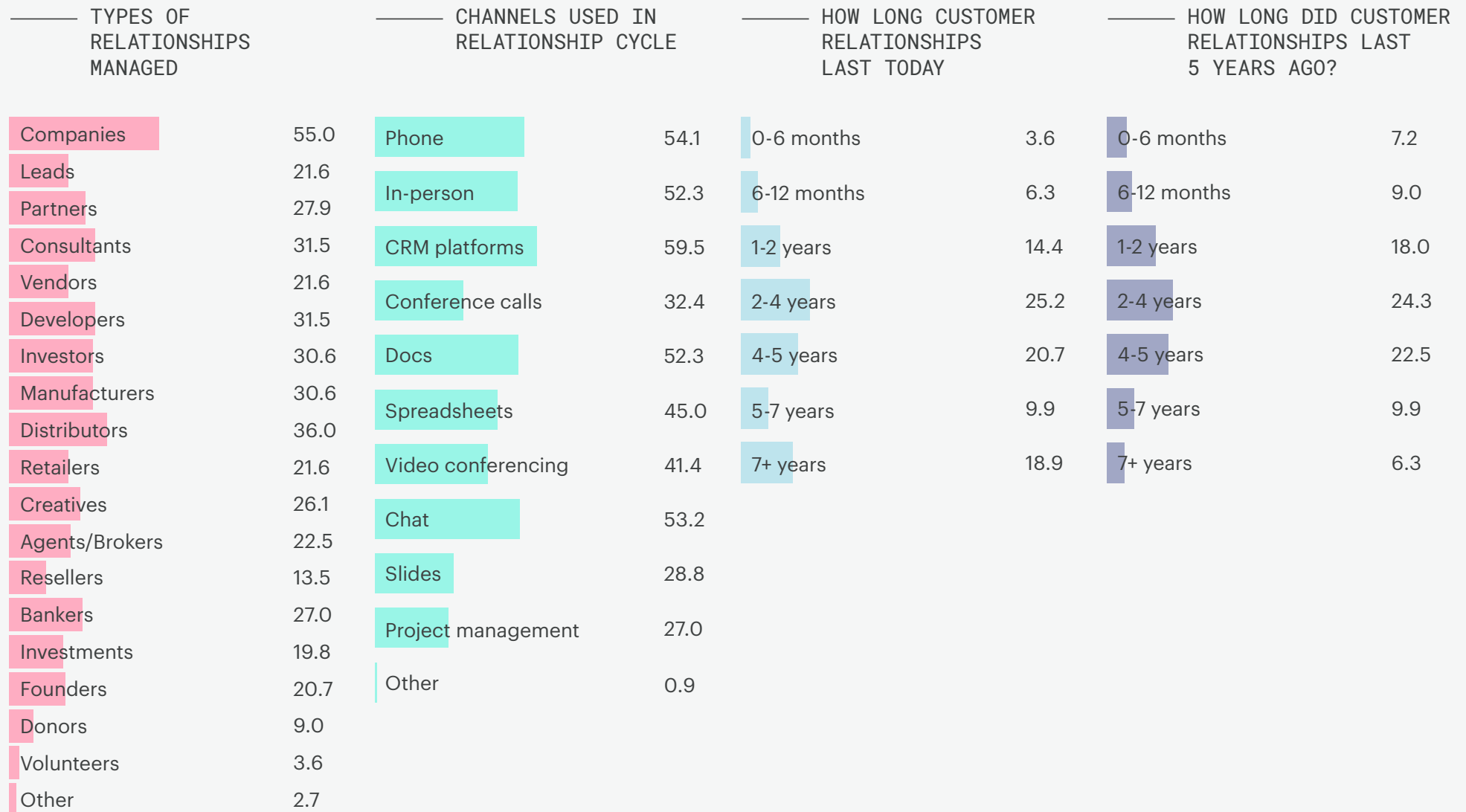
Respondents reported using multiple channels to manage relationships, with CRM platforms (59.5%) beating even phone calls (54.1%). Somewhat surprisingly, chat came in third place (53.2%).

Relationships have dramatically become longer-lasting within the last 5 years. The most significant change appeared in responses of relationships lasting 7+ years, which tripled from 6.3% to 18.9%.

Country Profiles: Netherlands



Country Profiles: Netherlands



Country Profiles:

New Zealand

Customer data lives in multiple systems, most commonly CRM, Gmail, and accounting or financial software, with 100% of respondents using CRM.

Over half of respondents spend at least 6 hours a week on data entry.

Sales, Marketing, and Business Development teams are most heavily involved in relationship-building.

Over 23% of respondents work with at least 7 teammates to build these relationships. Only 1.7% work alone.

Companies, bankers, agents, and brokers are among the most commonly managed relationships.

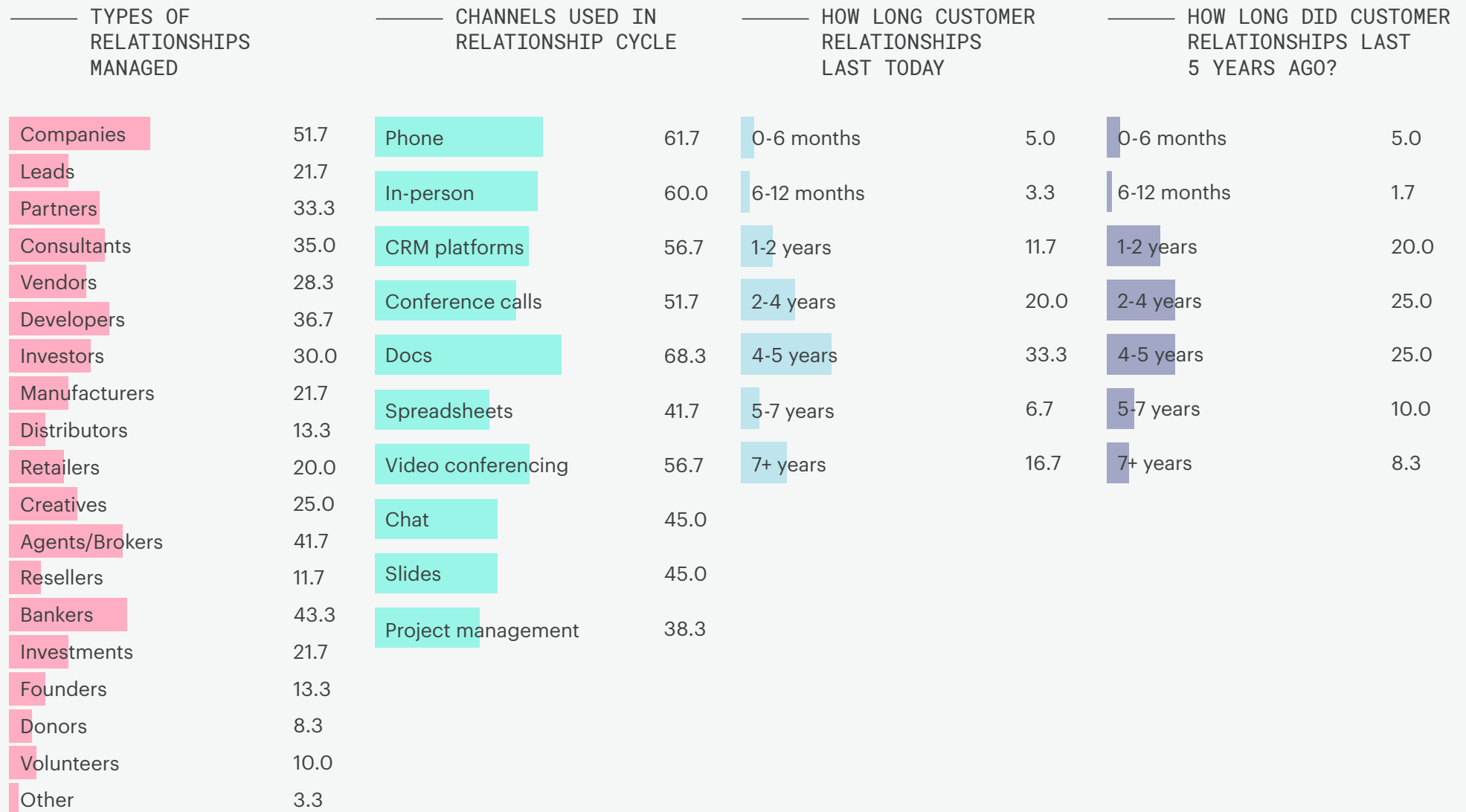
Respondents reported using multiple channels to manage relationships. Surprisingly, Docs were the most commonly used platform (68.3%) beating both phone calls (61.7%) and in-person meetings (60%).

Relationships have dramatically become longer-lasting within the last 5 years. The most significant change appeared in responses of relationships lasting 7+ years, which doubled from 8.3% to 16.7%.

Country Profiles: New Zealand



Country Profiles: New Zealand



Country Profiles:

Norway

Customer data lives in multiple systems, most commonly CRM, Gmail, and accounting or financial software, with 100% of respondents using CRM.

Just under 90% of respondents spend at least 2 hours a week on data entry.

Sales, Business Development, and Operations teams are most heavily involved in relationship-building.

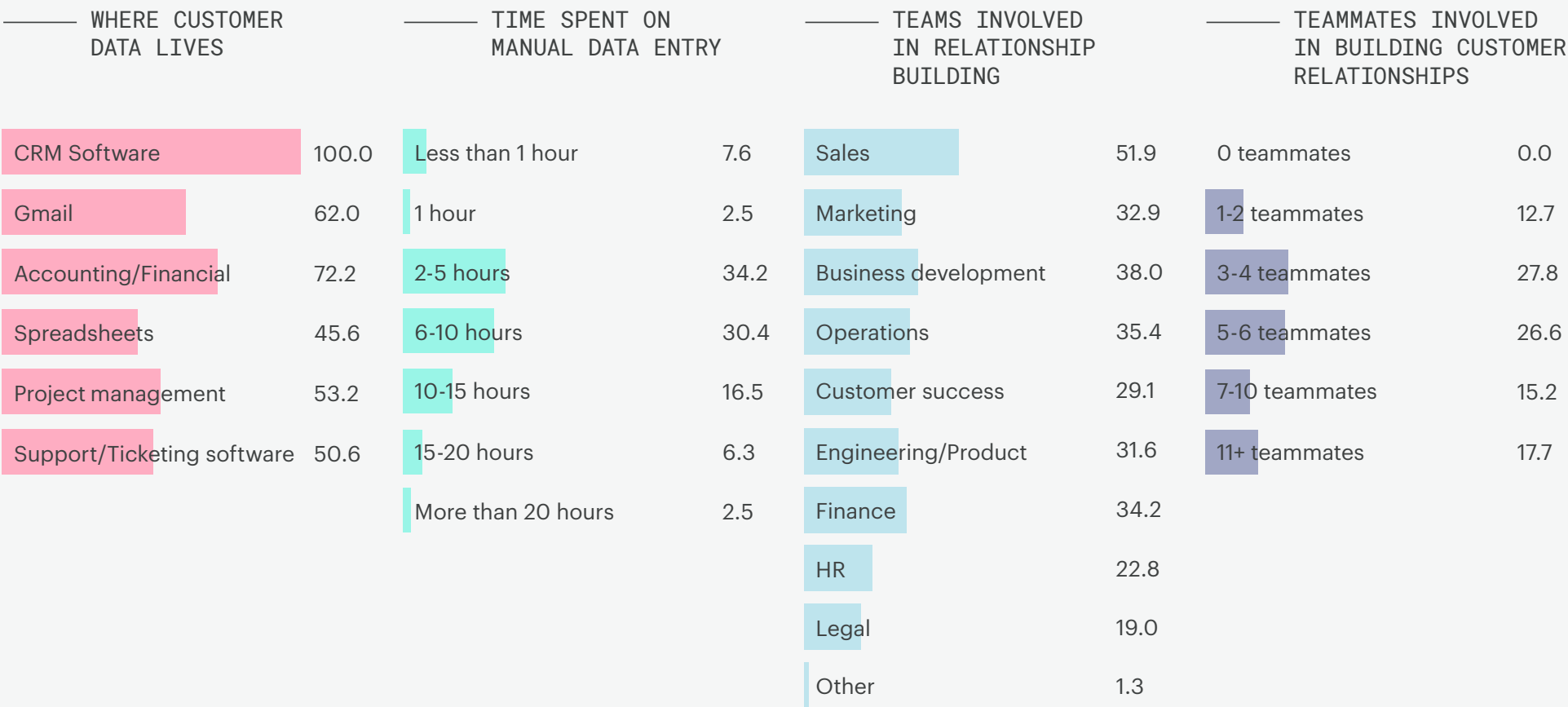
Over 30% of respondents work with at least 7 teammates to build these relationships. None work alone.

Companies, distributors, and consultants are among the most commonly managed relationships.

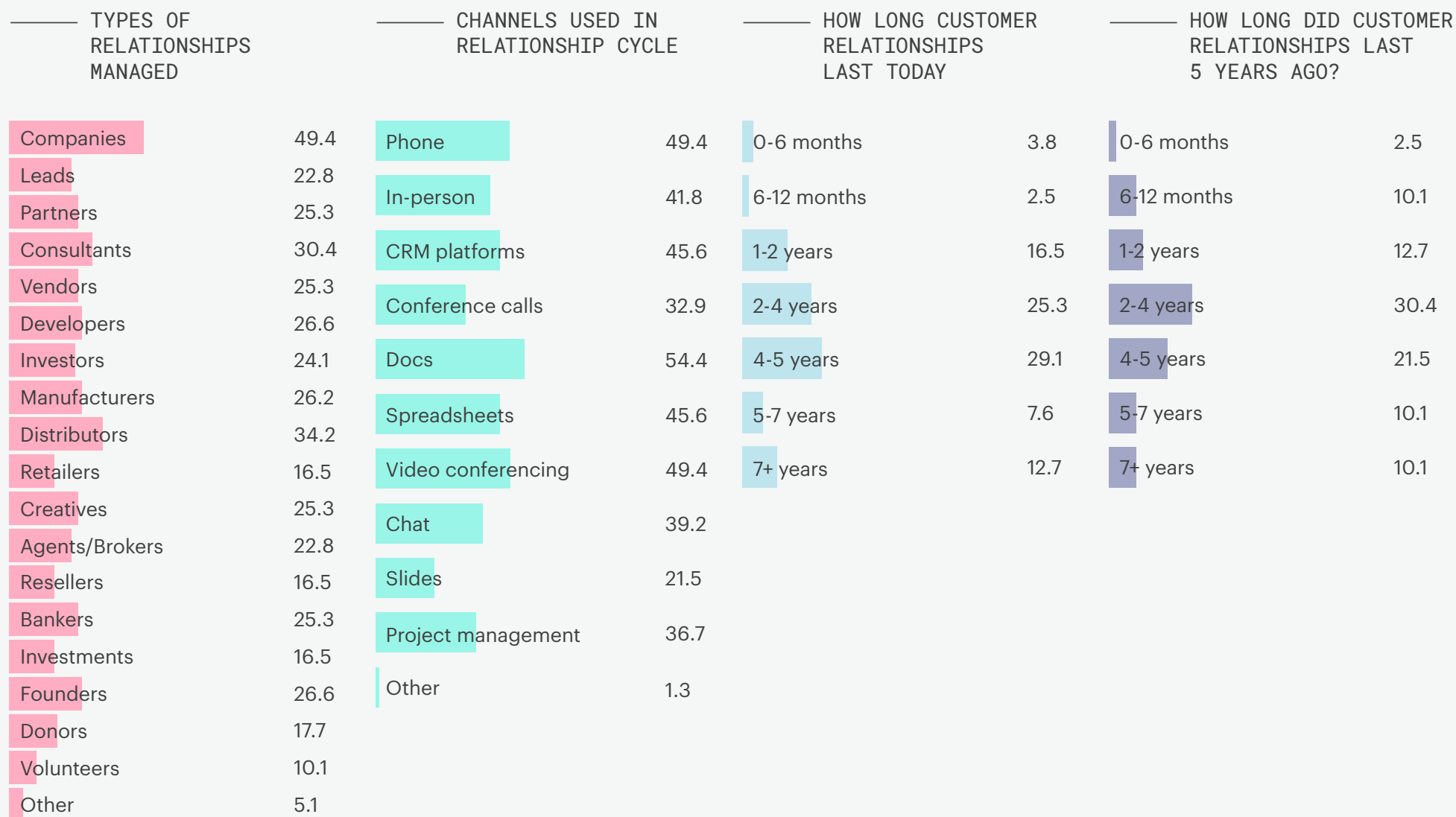
Respondents reported using multiple channels to manage relationships. Surprisingly, Docs were the most commonly used platform (54.4%) beating both phone calls and video-conferencing (tied for second at 49.4%).

Relationships have trended slightly toward lasting longer within the last 5 years, with almost 75% of relationships today lasting longer than 2 years—an increase of about 3%.

Country Profiles: Norway



Country Profiles: Norway



Country Profiles:

Sweden

Customer data lives in multiple systems, most commonly CRM, Gmail, and project management software, with 100% of respondents using CRM.

Over 90% of respondents spend at least 2 hours a week on data entry, with almost a fifth spending 15+ hours (over 2 work days).

Sales, Marketing, Engineering, and Customer Success teams are most heavily involved in relationship-building.

About 60% of respondents work with at least 5 teammates to build these relationships. None work alone.

Companies, consultants, agents, and brokers are among the most commonly managed relationships.

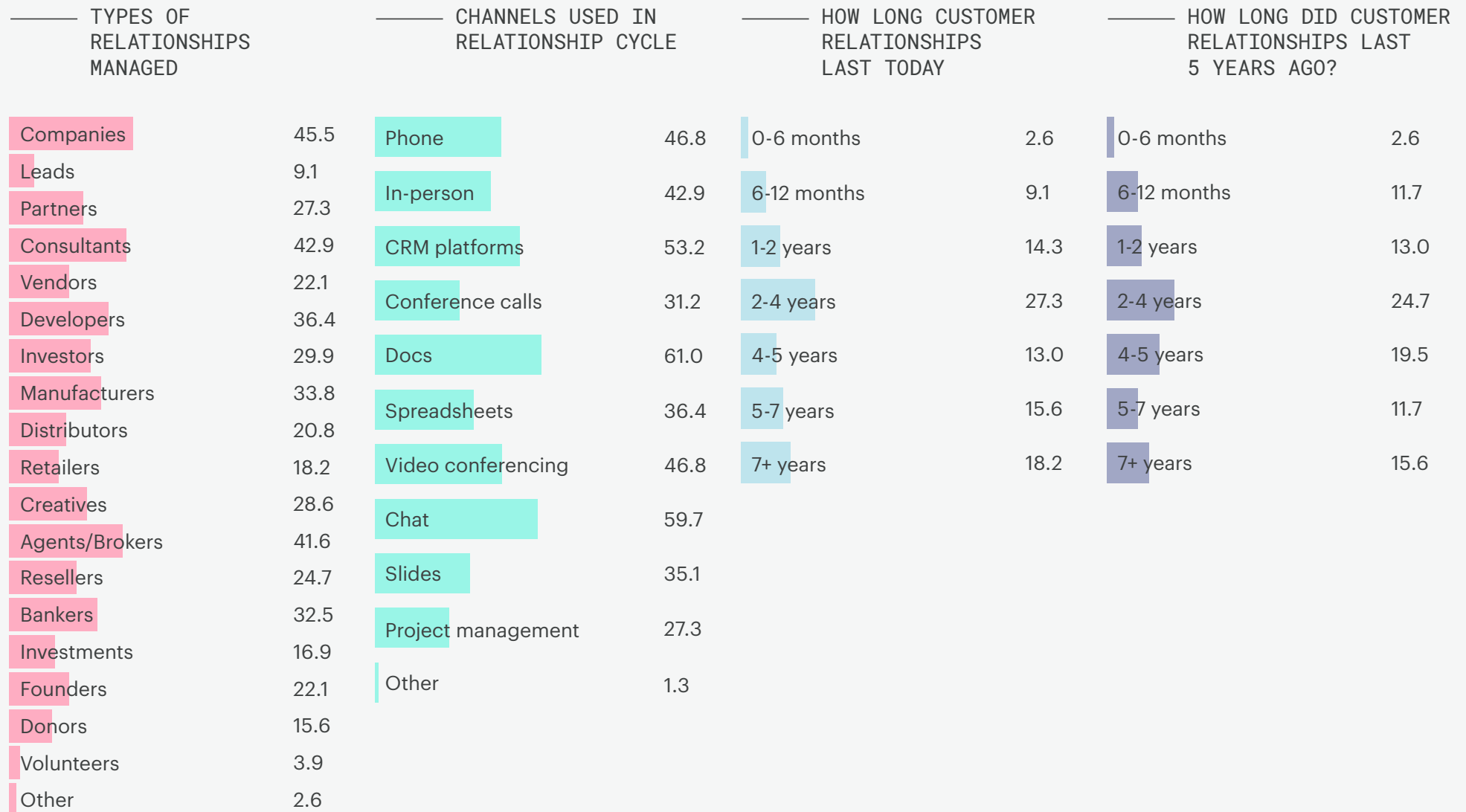
Respondents reported using multiple channels to manage relationships. Surprisingly, Docs were the most commonly used platform (61%). Chat came in second at 59.7%, while CRM platforms were third 53.2%. Notably missing from the top 3 were traditional methods such as phone calls, in-person meetings, and video conferencing.

Relationships have become longer-lasting within the last 5 years. Today, more companies are reporting customer relationships that last longer than 5 years, while slightly fewer are reporting relationships that last 12 months or less.

Country Profiles: Sweden



Country Profiles: Sweden



Country Profiles:

UK/Ireland

Customer data lives in multiple systems, most commonly CRM, Gmail, and project management software, with 99% of respondents using CRM.

UK respondents spend less time on data entry compared to other countries. Nevertheless, about 80% of respondents spend at least 2 hours a week on data entry.

Sales, Marketing, and Business Development teams are most heavily involved in relationship-building.

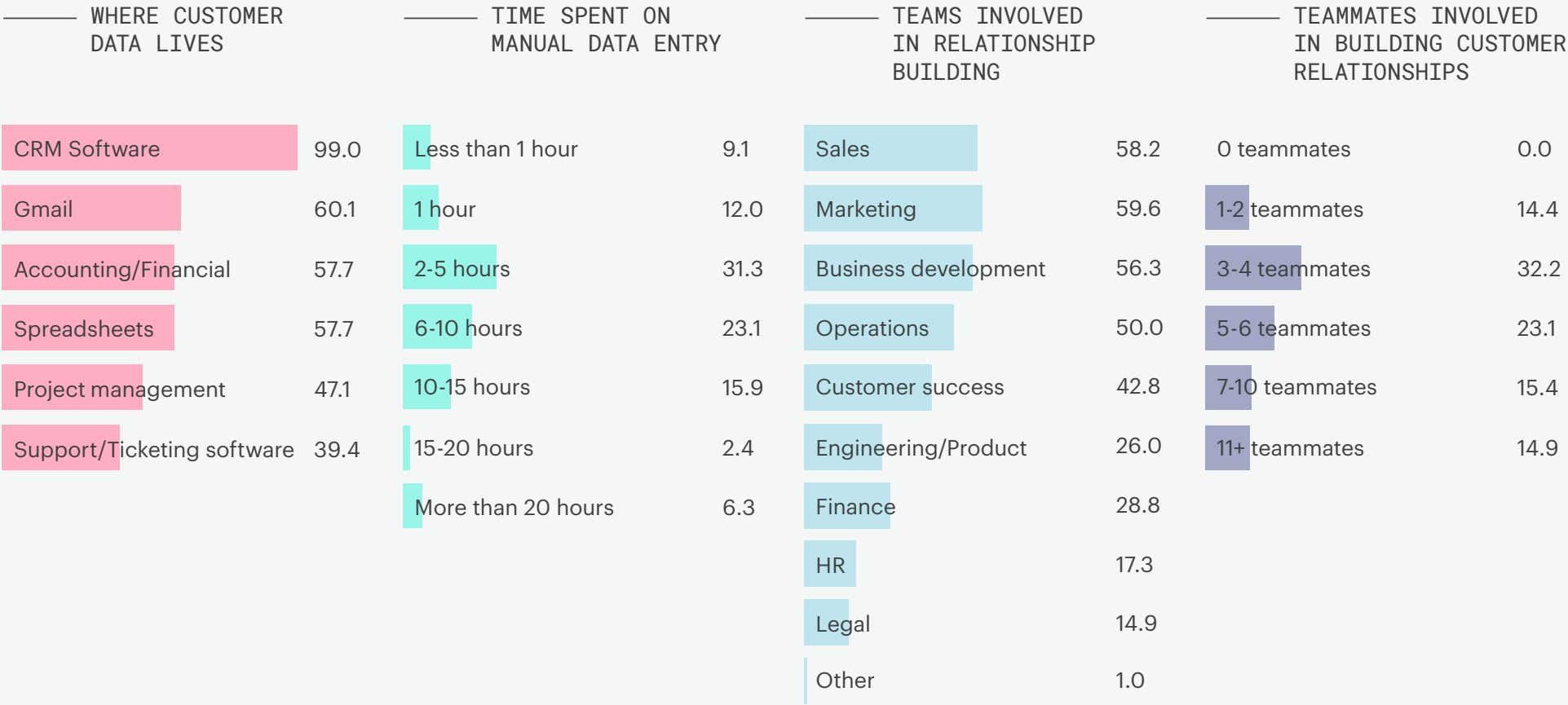
About 30% of respondents work with at least 7 teammates to build these relationships. None work alone.

Companies, consultants, and partners are among the most commonly managed relationships.

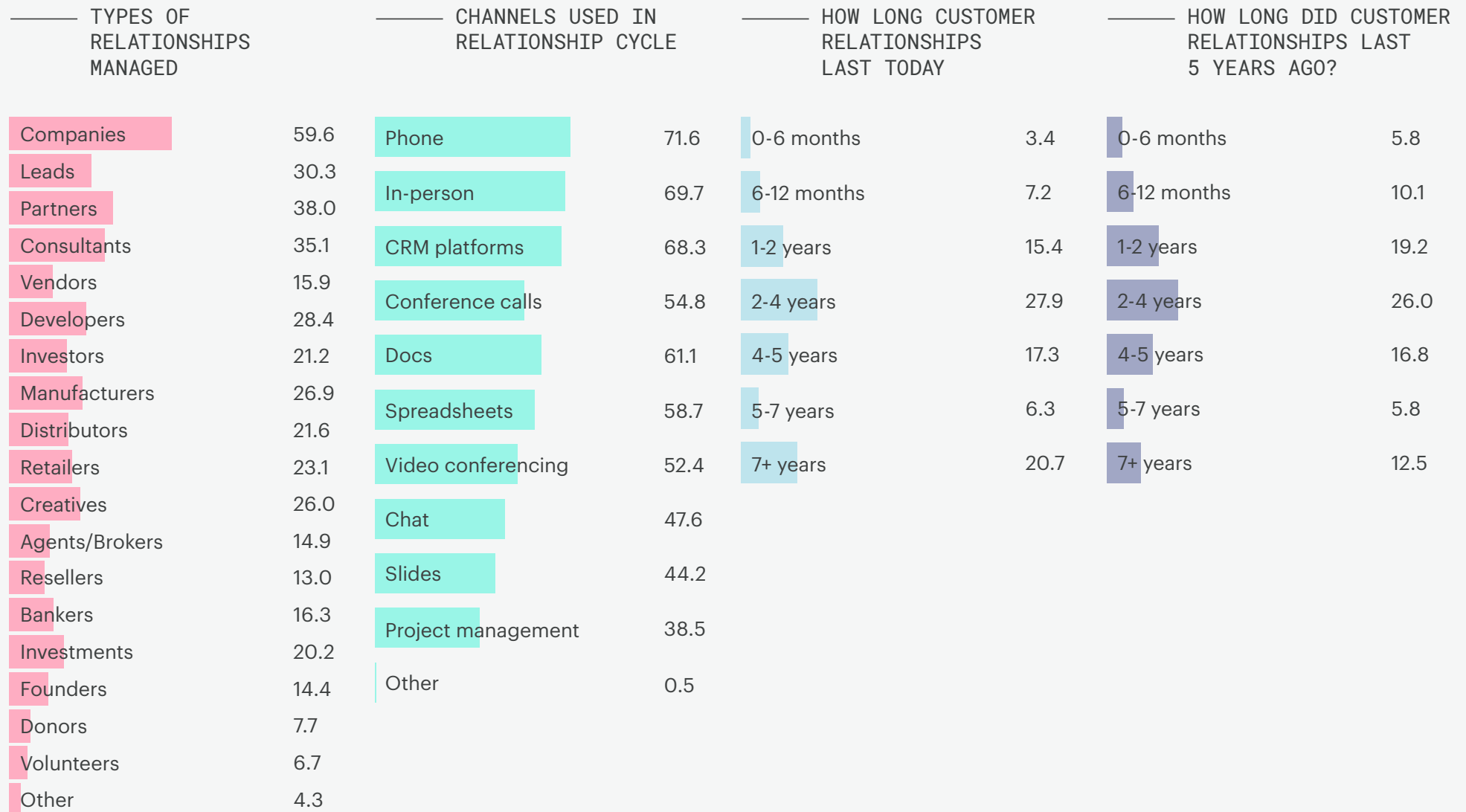
Respondents reported using multiple channels to manage relationships, with phone calls, in-person meetings, and CRM platforms being the most popular channels.

Relationships have become longer-lasting. Significantly, 20.7% of respondents reported that today, relationships last over 7 years, while only 12.5% reported such long-term relationships existing 5 years ago.

Country Profiles: UK/Ireland



Country Profiles: UK/Ireland



Country Profiles:

United States

Customer data lives in multiple systems, most commonly CRM, Gmail, and project management software, with over 93% of respondents using CRM.

American respondents spend less time on data entry compared to other countries. Nevertheless, about 70% of respondents spend at least 2 hours a week on data entry.

Sales, Marketing, and Business Development teams are most heavily involved in relationship-building.

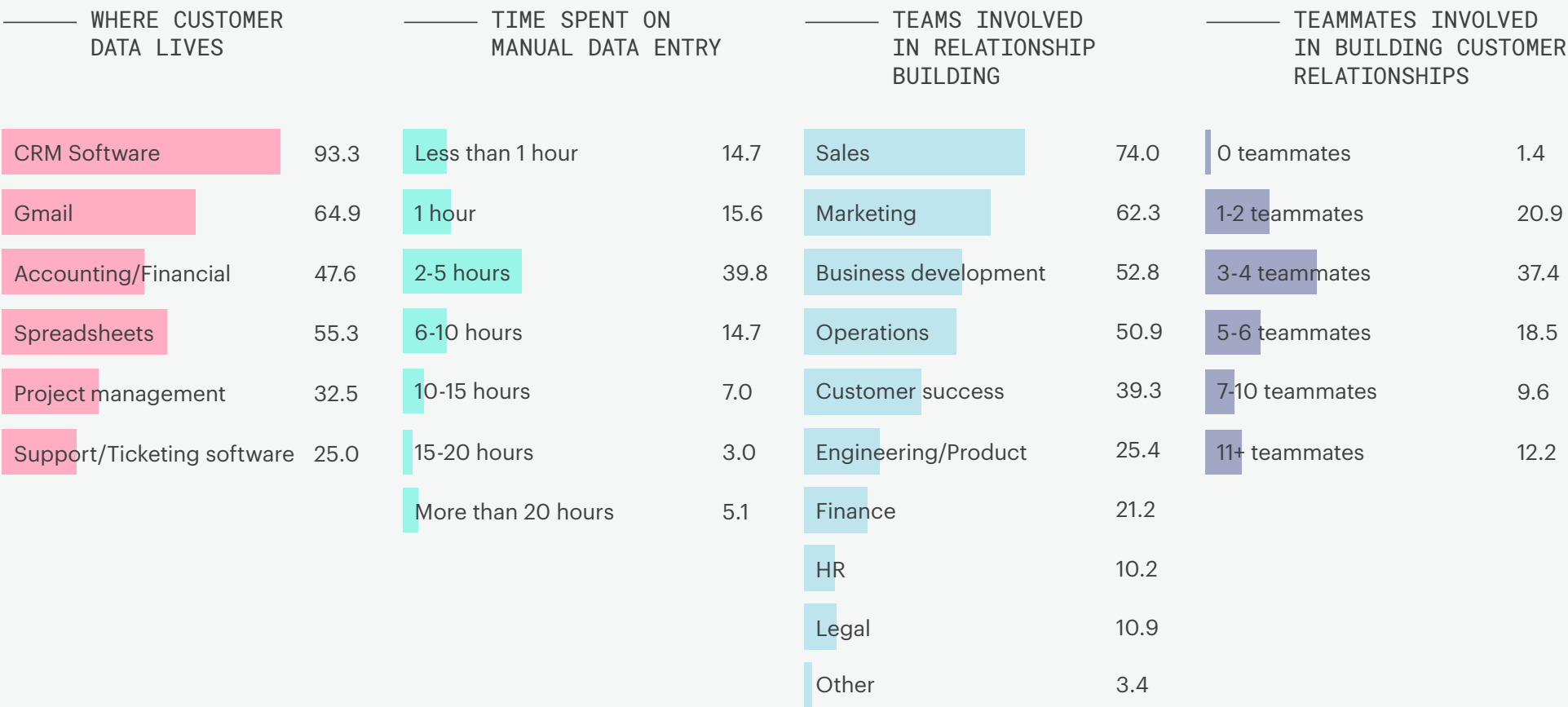
Only 1.4% of respondents work alone to build these relationships. Over 12% work with over 11 teammates.

Companies, leads, and vendors are among the most commonly managed relationships.

Respondents reported using multiple channels to manage relationships, with phone calls, in-person meetings, and conference calls being the most popular channels.

Relationships are becoming longer-lasting. Significantly more respondents reported having customer relationships that last longer than 7 years, while significantly fewer respondents reported having short-term customer relationships compared with 5 years ago.

Country Profiles: United States



Country Profiles: United States

