What can CRM do for your business?

Stats about CRM’s impact on sales, how it is used, and more

**ROI**

In 2011, you could earn $5.60 for every dollar spent on CRM. In 2014, that return became $8.71—an ROI of 771%.

**Retention and satisfaction**

In a survey, 47% of users stated that CRM significantly impacted customer retention. 47% of users also cited a significant impact on customer satisfaction.

**Access to data**

74% of users have said their CRM gave them improved access to customer data.

**Productivity**

Researchers found an average productivity gain of 14.6% from mobile capabilities in the CRM and 11.8% from social CRM.

**Investing in CRM**

53% of top-performing companies are investing in CRM to drive sales productivity.

**Multi-device functionality**

81% of users have said they use different types of devices to access their CRM.

**CRM adoption**

Only 18% of businesses adopt a CRM in their first year. Despite all the benefits CRM has to offer, its potential remains largely untapped.

**CRM market value**

In 2017, the CRM market was tipped to be worth $81.9 billion by 2025.

Sources: Nucleus Research, Capterra, Software Advice, Forbes Insights and Brainshark, Gartner, Grand View Research

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