

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

Looking for a CRM?

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