

Artificial Impact:

**CRM USERS
SAY AI IS
MORE HYPE
THAN HELP**

**PROFESSIONALS EXPECT A SEAMLESS
AND USEFUL EXPERIENCE FROM
THEIR AI TOOLS, BUT WHAT THEY'RE
GETTING NOW IS FAILING THEM.**

Is it the future yet?

Sure, we have robots that vacuum for us, 3D holograms and digital assistants on our refrigerators, but we were promised more, right? The future was supposed to be better.

Smarter. What happened? Where is my self-adjusting puffer vest? How come our cars can't fly yet? And why is Artificial Intelligence not really that intelligent? In the world of B2B software, AI needs to be doing more.

That last one hits home the hardest because for many people who use Customer Relationship Management software, it's real. Painfully real. The fact is, users are confused about AI's role in their day-to-day activities. They either don't know it exists or aren't sure how to use it.

Why does that matter?

Because the widespread underutilization of technology on this scale produces massive amounts of wasted time and money. Essentially, it's an issue about value: AI-based CRM products aren't giving customers enough ROI – Return On Innovation.

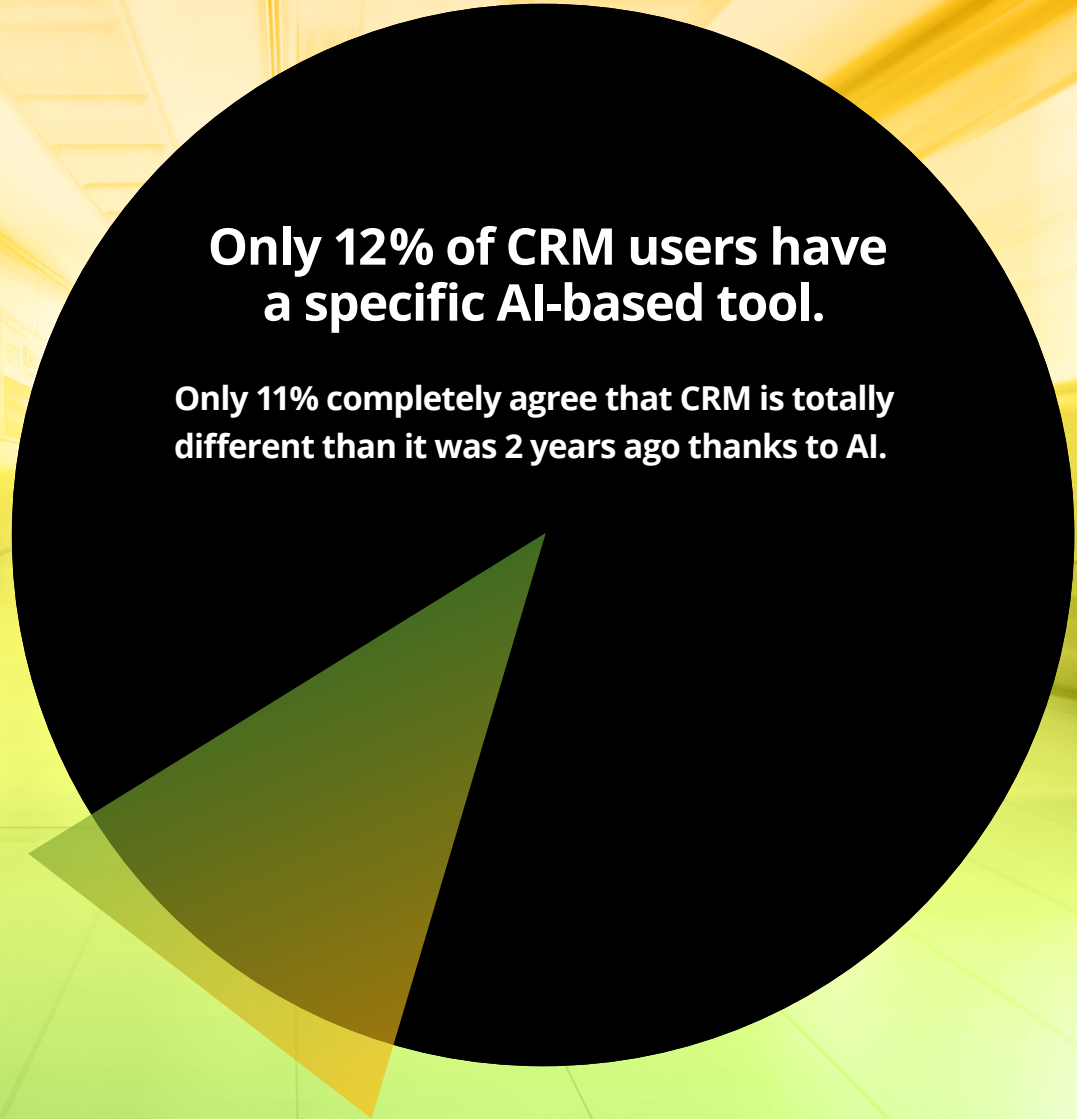
To get smart about doing intelligence right, Freshworks surveyed more than 500 CRM users. The "AI Hype Report" exposed the lack of knowledge, trust and value with current AI & ML in CRM solutions. Here are the key findings:

Hype Not Help

AI has yet to move the needle for CRM users. Only 22% say AI meaningfully helps them a lot at work.

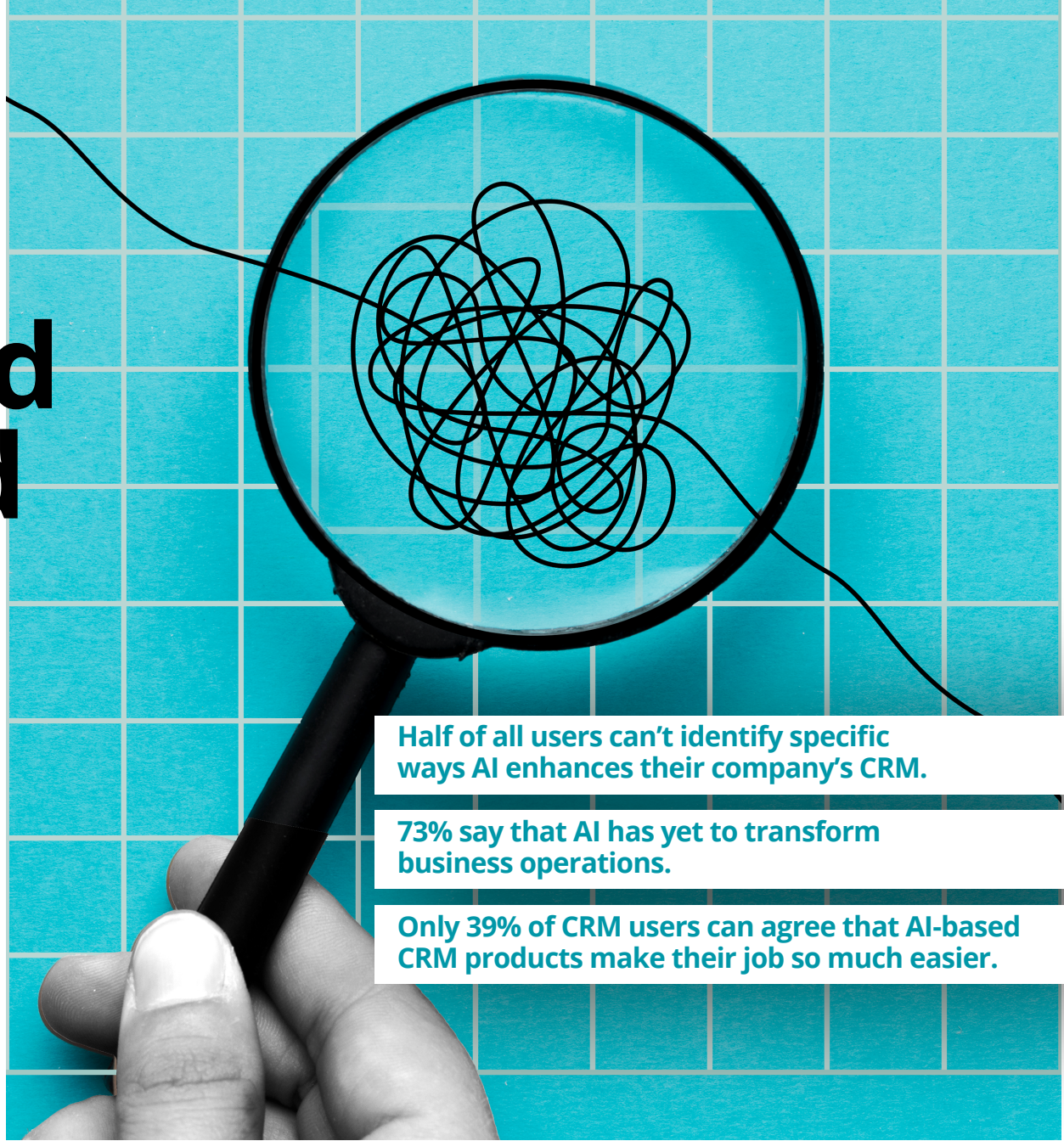
Only 12% of CRM users have a specific AI-based tool.

Only 11% completely agree that CRM is totally different than it was 2 years ago thanks to AI.



Fazed and Confused

When users are unsure how a product is supposed to help them or what they're getting out of it, they're less likely to use it.



Half of all users can't identify specific ways AI enhances their company's CRM.

73% say that AI has yet to transform business operations.

Only 39% of CRM users can agree that AI-based CRM products make their job so much easier.

Artificial Value

CRM users think AI is expensive and not worth the investment.

Only 11% say AI allows them to focus on high-value customers.

Just one in three (36%) CRM users think AI is a strong value for the money spent on it.

Nearly all CRM users (97%) think AI is expensive.

The bottom line – AI isn't affecting their bottom line the way they wish.

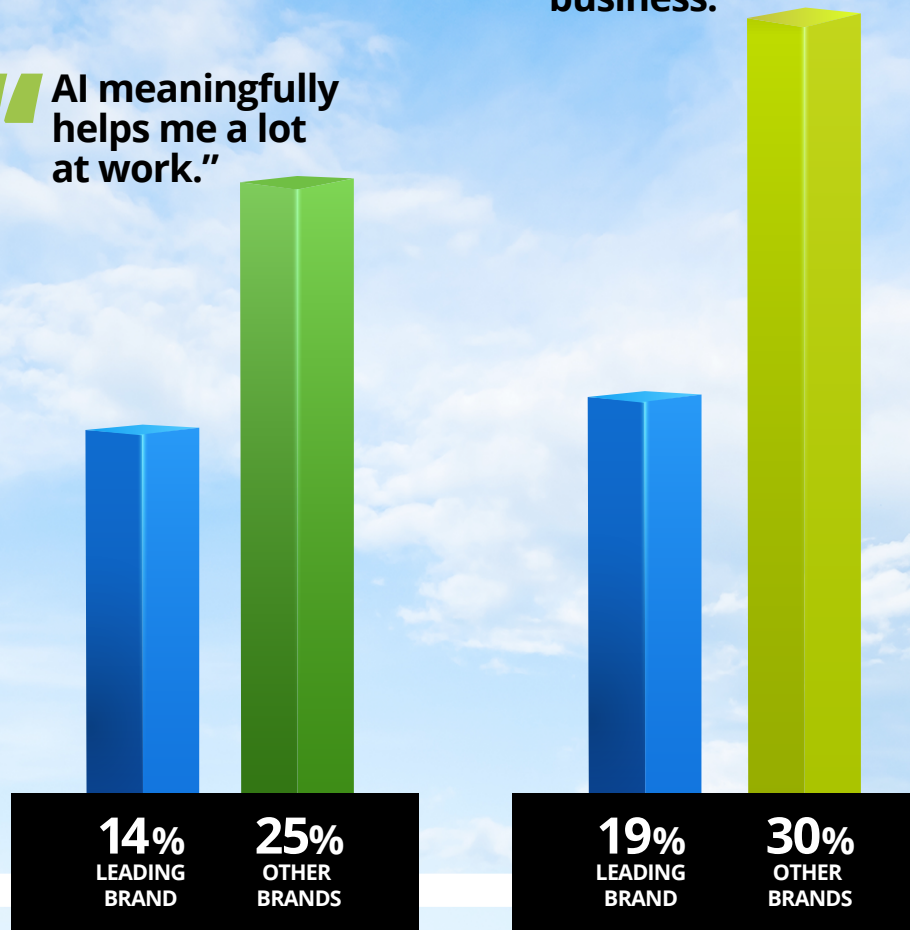
Bigger Isn't Always Better

When stacked up against other CRM platforms, a leader doesn't necessarily deliver.

Only one in four users (26%) of a leading CRM brand think AI is a strong value for the money spent on it, versus 40% among users of other brands.

// AI meaningfully helps me a lot at work."

// AI has already transformed business."





Don't Trust the Buzz

It's no wonder CRM users still don't trust AI – no one has done it right. Yet.

31% of CRM users say they don't trust AI to help, and 37% only trust it a little.

Nearly $\frac{3}{4}$ of CRM users say AI hasn't delivered on its transformative promise for business.

75% would consider switching CRM solutions to get more from AI.



Impatiently Waiting

Overall, there still remains broad dissatisfaction with artificial intelligence among CRM users – the research shows that professionals don't see AI as providing real value and they want more out of it. In fact, most are willing to switch platforms to get it. Despite how much CRM users may want to believe in the promise of a better future with AI, for now, don't believe the hype.

To be successful, AI needs to move beyond mere automations and ratings and provide intelligence and recommendations that lead to greater long term value. Businesses are still waiting...



About the Research

Freshworks commissioned first-party data firm Dynata to survey n = 501 employed CRM users for its "AI Hype Report" research. Data was collected using an online survey in the U.S. between Oct. 21 and Oct. 29, 2019.