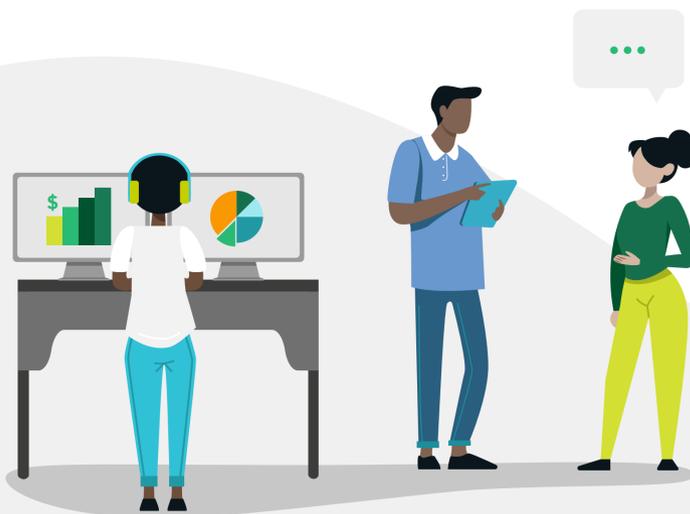


BCG Digital Sales Market Insights

VOLUME FIVE



The State of CRM Solutions

In the fifth survey of an ongoing series, BCG partnered with the American Association of Inside Sales Professionals to assess the perspective of inside sales teams about CRM systems. The survey of C-suite-level business leaders at Fortune 500 companies finds that although CRM systems are largely effective in boosting productivity, room for improvement remains. Specifically, companies are not consistently generating a 360-degree view of their customers, and they lack a consistent framework to guide their ongoing CRM upgrades and customization efforts.

1 Sales executives believe that their CRM systems generate value.



OUR CRM ENHANCES SELLERS' PRODUCTIVITY

64%

agree or strongly agree

OUR CRM ENHANCES MANAGERS' ABILITY TO LEAD THEIR TEAMS

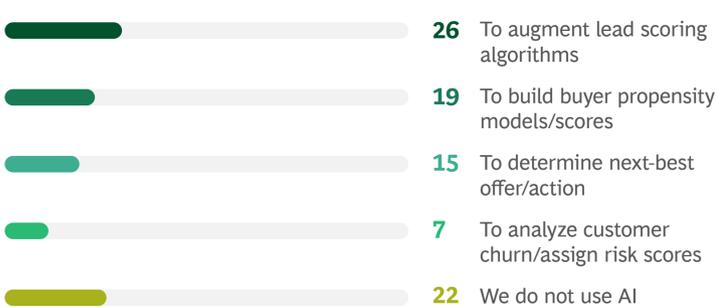
69%

agree or strongly agree

USE OF ADVANCED ANALYTICS (%)

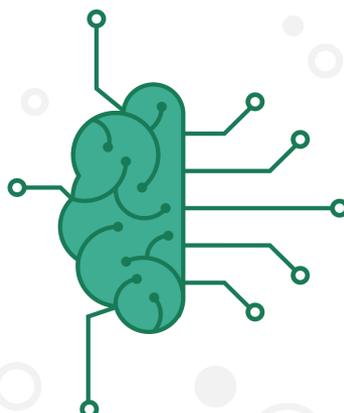


USE OF ARTIFICIAL INTELLIGENCE (%)



2

Companies are using advanced analytics to generate insights and drive better decision making. Early adopters are also deploying artificial intelligence (AI) in strategic areas.



3 Most companies leverage customer data and business performance insights to perform three key functions:

91%

Inform customer engagement strategies

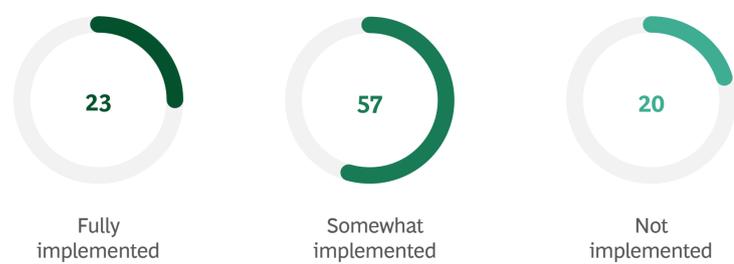
85%

Formulate business goals

82%

Predict customer needs

360-DEGREE VIEW OF CUSTOMERS (%)



4

Yet less than a quarter of companies have a comprehensive view of their customers—a central component of a best-in-class CRM system.

5 Sales executives have clear suggestions for how to improve CRM systems.

50%

Reboot and completely redesign the current CRM

50%

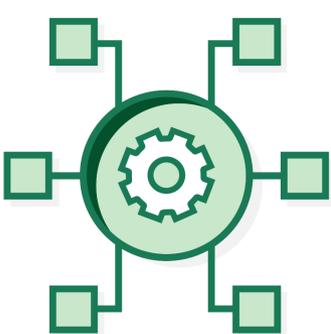
Improve the user interface

47%

Improve data quality and accuracy

46%

More closely link with business processes and objectives



36%

have a defined framework for system updates and use it consistently

42%

have a defined framework but don't use it consistently

21%

have no framework

6

However, only a third of companies use a framework to determine when to deploy standard CRM functionality or develop customized solutions.

44%

say that they when they asked for improvements to their CRM system, they received significant pushback—a possible indicator of complex systems that have too many unique customizations

Source: BCG Survey, May 2021, fielded to AAISP membership.