

5 REASONS YOUR CX STRATEGY IS FAILING



86%

OF BUYERS ARE WILLING TO PAY MORE FOR GREAT CX¹

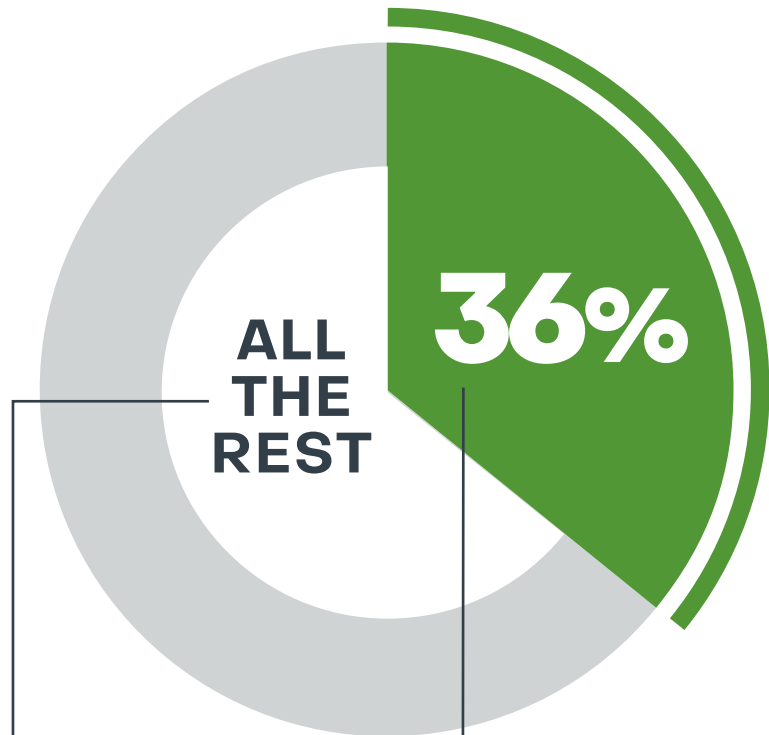
REASON NUMBER ONE

You rely too much on humans for data accuracy.

When the data burden is placed on your sales team, your data will be incomplete, duplicated, and deliver an inaccurate picture of your pipeline. Plus, your sales team isn't spending their time where they should be.

■ NOT SURPRISINGLY...

30% of all CRM implementations fail²



Everything else is spent on admin tasks like CRM data entry

Amount of time sales people spend actually selling

REASON NUMBER TWO

You assume your CRM holds all the info you'll ever need.

Your business and customer profiles change over time—as does your data's accuracy. For that reason, your internal data is just a drop in the bucket compared to what can be sourced publicly and privately.



Amount of CRM data that goes bad each year³

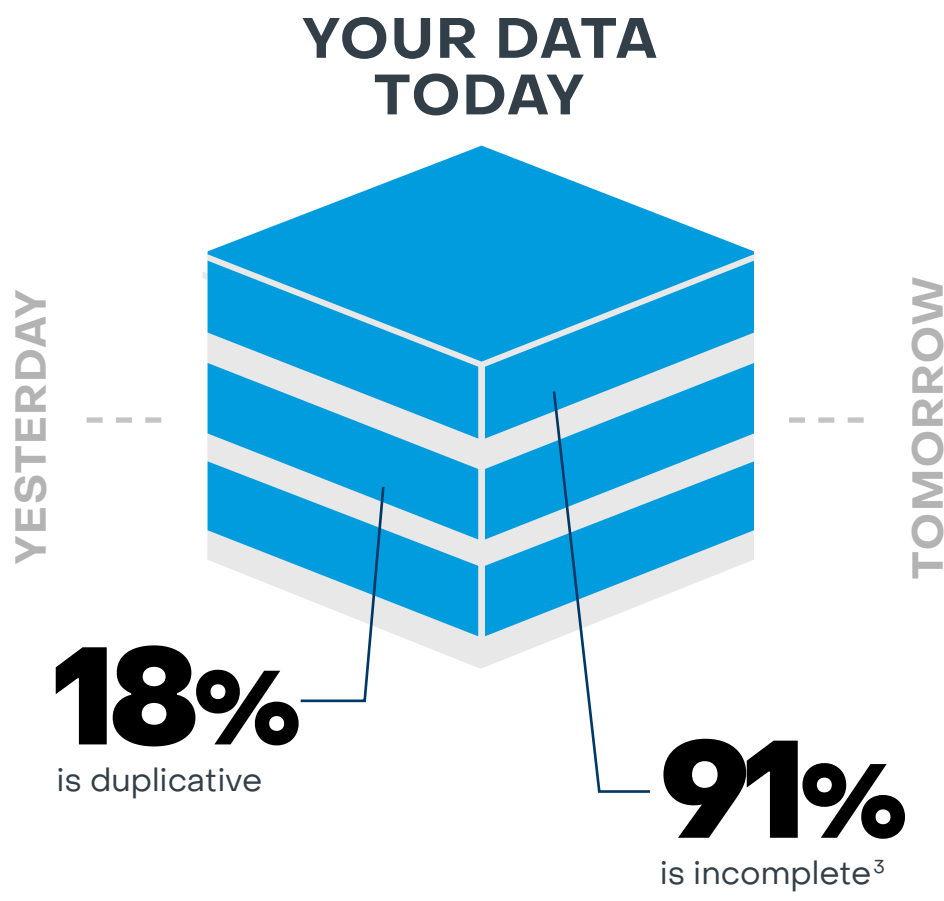
■ DID YOU KNOW...

>73% of data goes unused

REASON NUMBER THREE

You assume your CRM tracks everything.

If your CRM only provides a flawed picture of today, you can't learn from the past or predict the future.



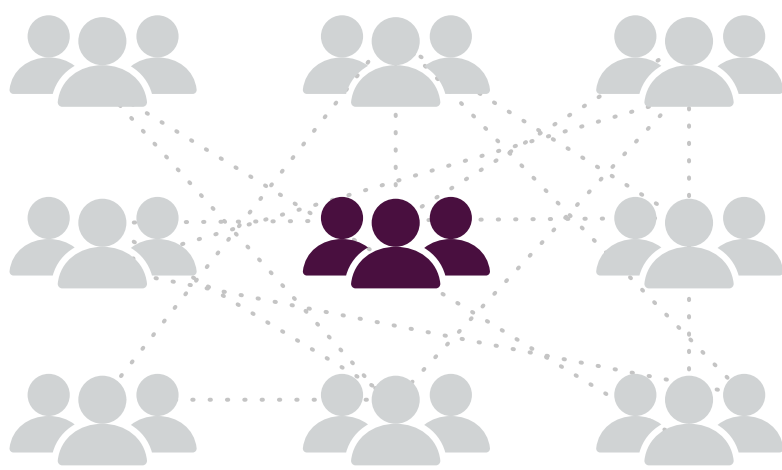
18% is duplicative

91% is incomplete³

REASON NUMBER FOUR

You have siloed customer insights.

When teams don't look at the same data—and they only gather and analyze in their own areas—they miss crucial insights on customers that relate to cross-sells, upsells, and other opportunities.



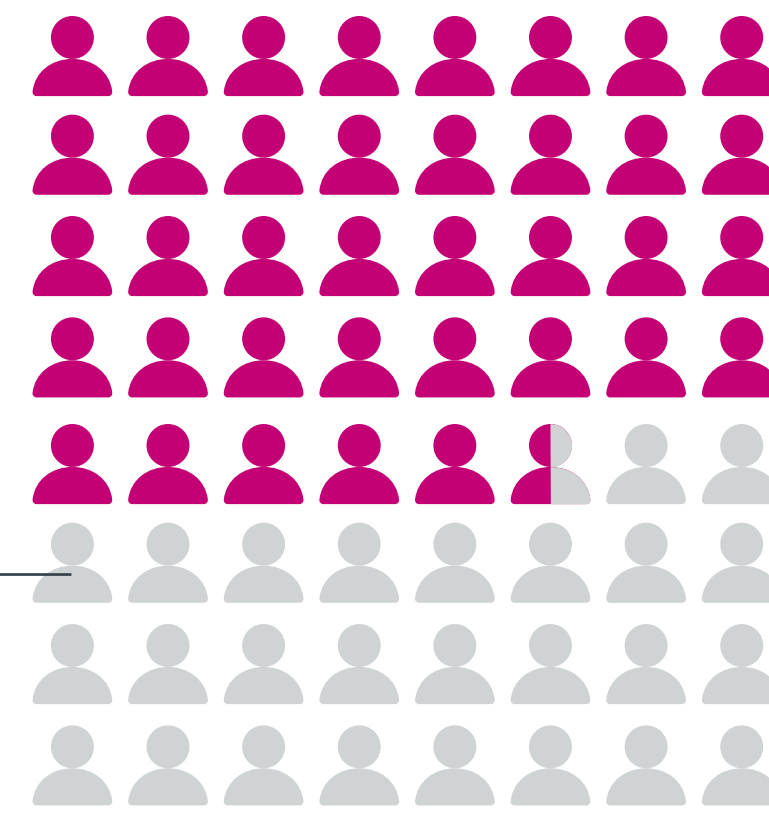
\$1 TRILLION

lost each year due to departmental misalignment⁴

REASON NUMBER FIVE

You focus solely on customer-facing opportunities and teams.

From inventory to invoicing and accounting, the systems you use are all part of your customer experience strategy. These inner workings of your business have impacts inside and outside—so if you're not investing in systems that work for your employees, it will ripple to your customers.



OVER 40% of customers will leave a brand based on inefficiencies¹

SOURCES:

¹ <https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.html>

² <https://www.smallbizgenius.net/by-the-numbers/crm-statistics/>

³ <https://www.dnb.com/products/marketing-sales/data-com-replacement.html>

⁴ <https://www.maestrogroupp.co/news/2017/1/9/how-much-is-sales-marketing-misalignment-costing-you/>

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