

The State of the CRM Market 2019 - AN SME PERSPECTIVE

77%

of organisations are currently using a CRM

53%

of organisations decided to start using a CRM to improve the productivity of customer facing staff



Marketing automation/email marketing was **84%** of organisations most important integration

48%

of organisations have changed their CRM due to it being a poor fit to meet their needs

46%

of organisations are planning on using a CRM in the future



Contact management is the most important function for **75%** of organisations surveyed

75%

of organisations surveyed are getting ROI from their CRM investment

71%

of organisations chose their current CRM based on the features and functions



Complexity of data migration was **44%** of organisations obstacle when implementing CRM