Global 2011 CRM Survey of SMBs
Commissioned by OSF Global Services

Laura DiDio
Principal
Which option best describes the industry of your primary business operations?

- IT/Technology Svcs: 19%
- Government: 10%
- Manufacturing: 9%
- Banking/Finance: 7%
- Consulting: 7%
- Academic: 6%
- Healthcare: 5%
- Non-Profit: 5%
- Media & Entertainment: 5%
- Retail: 4%
- Insurance: 3%
- Consumer Products: 3%
- Construction: 3%
- Legal: 2%
- Engineering: 2%
- Defense: 2%
- Energy: 2%
- Other: 8%

Source: ITIC 2011, All Rights Reserved
How many employees are in your firm?

- 1 to 25: 22%
- 26 to 50: 15%
- 51 to 100: 25%
- 101 to 250: 24%
- 251 to 1,000: 8%
- 1,001 to 2,500: 2%
- >2,500: 2%

Source: ITIC 2011, All Rights Reserved
What is your firm’s revenue size (US $$)?

- Less than $1M: 23%
- $1M to $10M: 34%
- $11M to $50M: 21%
- $51M to $100M: 6%
- $101M to $250M: 4%
- $251M to $500M: 10%
- > $500M: 2%
How long has your firm deployed a CRM solution?

- 26% N/A we have not deployed CRM
- 12% Less than one year
- 17% One to two years
- 2% Two to three years
- 7% Three to four years
- 2% Four to five years
- 7% Five to six years
- 2% Six to 10 years
- 26% More than 10 years

Source: ITIC 2011, All Rights Reserved
If your firm has not deployed CRM, does it plan to do so?

- Yes: 54%
- Yes, but no specific timetable: 20%
- No: 12%
- We are studying the issue but have not decided: 7%
- Unsure: 7%

Source: ITIC 2011, All Rights Reserved
If your firm is not using CRM, what issues impede deployment? (Select ALL that apply)

- It's not the right model for the business: 14%
- Mgmt thinks it's unnecessary: 21%
- Other network projects take priority: 36%
- Complexity: 43%
- We're unsure what value it provides: 50%
- No compelling business reason: 51%
- Cost: 57%

Source: ITIC 2011, All Rights Reserved
If you don’t currently have a CRM solution, but plan to implement one, describe your current status

- 30% are analyzing requirements
- 30% are evaluating CRM products
- 20% plan to purchase CRM within six months
- 18% plan to purchase CRM within 12 months
- 2% have no definitive plans to purchase CRM

Source: ITIC 2011, All Rights Reserved
Which CRM solution does your firm use or is evaluating? (Select ALL that apply)

- Salesforce.com: 29%
- Microsoft Dynamics: 24%
- Sage: 21%
- Sugar CRM: 11%
- NetSuite: 4%
- Oracle/Siebel: 6%
- Zoho: 8%
- Infusion: 3%
- Avaya: 2%
- Other: 40%
What factors influenced/will influence your purchasing decision? (Select ALL that apply)

- Mandated by upper mgmt: 3%
- Recommended by colleague: 5%
- We got a good deal: 8%
- Recommended by consultant: 13%
- We already work w/the vendor: 16%
- Ease of management: 45%
- Ease of use: 71%
- Cost: 74%
- Features/performance: 87%

Source: ITIC 2011, All Rights Reserved
How did / how will your firm implement its CRM solution?

- 59% Internal IT resources
- 31% Consultant or external services provider
- 10% A combination of internal IT staff & external services provider

Source: ITIC 2011, All Rights Reserved
What percentage of your CRM’s functionality does your business utilize?

- Less than 10%: 18%
- 11% to 20%: 13%
- 21% to 30%: 8%
- 31% to 40%: 8%
- 41% to 50%: 5%
- 51% to 60%: 26%
- 61% to 75%: 8%
- >75%: 15%

NOTE: None – 0% – of respondents said they used All of their CRM functionality

Source: ITIC 2011, All Rights Reserved
What steps is your firm taking to ensure that employees utilize CRM? (Select ALL that apply)

- We reward super users: 3%
- We regularly provide details on CRM: 9%
- It's tied to compensation: 15%
- We demonstrate issues caused by: 17%
- We identify CRM advocates within the: 19%
- We solicit user feedback: 22%
- CRM is closely integrated with order: 29%
- We implemented pilot projects first: 34%
- We did a business process analysis: 36%
- We actively address user concerns: 40%
- We solicited user input prior to selection: 43%
- We provided post implementation training: 46%
- Upper management leads by example: 60%

Source: ITIC 2011, All Rights Reserved
What type of CRM solution does your firm have or plan to deploy?

- **On-premise**: 57%
- **SaaS**: 18%
- **Cloud**: 15%
- **A combination**: 10%

Source: ITIC 2011, All Rights Reserved
What factors influenced/are influencing your firm’s choice of an On-premise, SaaS or Cloud CRM? (Select ALL that apply)

- Lower TCO, speed ROI: 5%
- Ability to control SLAs: 8%
- Upper management mandate: 11%
- Complexity: 27%
- Scalability: 35%
- Manageability: 50%
- Flexibility: 50%
- Performance: 50%
- Features: 52%
- Ease of use: 54%
- Cost: 58%
What issues has your firm experienced with its SaaS or Cloud CRM?

- No problems: 47%
- Usual migration issues associated w/new deployments: 26%
- Availability: 16%
- Integration & interoperability issues: 5%
- Lack of customization flexibility: 5%
- CRM became very expensive: 2%
- Application upgrades at inconvenient times: 0%
- Latency issues: 0%
- Security: 1%
- Other: 0%
How does your business use/plan to use its CRM solution? (Select ALL that apply)

- Sales management & reporting: 65%
- Customer service & support: 62%
- Marketing segmentation & messaging: 54%
- Other: 6%

Source: ITIC 2011, All Rights Reserved
What are the main benefits your firm hopes to achieve using CRM? (Select ALL that apply)

- Improve customer service: 74%
- Improve customer satisfaction: 66%
- Improve customer retention: 56%
- Improve customer service: 54%
- Improve customer satisfaction: 53%
- Improve market intelligence: 29%
- Market products & services more...: 24%
- Ability to share & distribute data: 24%
- Generate new business: 16%
- Reduce costs: 8%
What enterprise applications has your firm integrated with its CRM solution? (Select ALL that apply)

- Office productivity suite: 57%
- Database: 46%
- Accounting: 43%
- Sales: 41%
- Business Intelligence: 27%
- Human Resources: 11%
- ERP: 9%
- Other: 7%
- Mobile applications for sales: 1%
- Supply chain management: 1%

Source: ITIC 2011, All Rights Reserved
What features/functions would you like incorporated into the next generation of CRM platforms? (Select ALL that apply)

- Increased support for mobile applications: 56%
- Better ease of use to encourage usage: 48%
- More intuitive navigation capabilities: 42%
- Multi-channel view of customers: 34%
- More granular analytics: 36%
- Better integration w/legacy platforms: 29%
- All: 11%
Is your firm interested in mobile CRM?

- 44% Yes
- 26% Somewhat
- 18% Possibly, but it's not a priority in the next 12 to 18 months
- 12% No
Is your firm interested in Social CRM?

- Yes: 31%
- No: 19%
- Somewhat: 28%
- Possibly, but it's not a priority in the next 12 to 18 months: 22%

Source: ITIC 2011, All Rights Reserved
What benefits have your customers realized from your CRM solution? (Select ALL that apply)

- Better quality of service: 64%
- Faster response times: 61%
- Closer relationship/increased satisfaction: 58%
- Personalization & customization: 28%
- Other: 15%

*Source: ITIC 2011, All Rights Reserved*
Questions?

Laura DiDio
Principal, ITIC
www.itic-corp.com
E-mail: ldidio@itic-corp.com

(508) 887-9814 Home office
(508) 740-1513 Mobile
(508) 887-9815 Fax
Twitter: lauradidio