

CRM BUYER TRENDS



According to Gartner, smartphones, tablets and mobile apps are forcing change in the world of **customer relationship management CRM** even faster than **social media**.



KEY FINDINGS

82%

of **sales people** say that accessing their system on smartphones and tablets **greatly or moderately improves the quality of their CRM data**.

74%

CRM Benefits

agreed that **CRM systems improved access to customer data**. Another significant proportion (**64%**) believed it improved relationship management.

50%

reps are more likely to realize specific benefits of efficiency and effectivity when using mobile CRM.

37%

Top Functions of Mobile CRM

of users cites **Sales Content Management** as a regularly used feature, followed by **Customer Data Management (31%)**



Manufacturing is the leading industry using CRM (**21%**).