

# SALESFORCE USAGE

Report 2019



[EBSTA.COM](http://EBSTA.COM)

“THE OPPORTUNITY THAT  
SALESFORCE’S PLATFORM,  
PARTNERS AND ISVs AFFORD  
US ARE LIMITLESS.

BUSINESSES NOW NEED  
TO TURN THEIR ATTENTION  
TO REALIZING HOW THE  
COMPOUNDED EFFECT OF A  
COHERENT STRATEGY ACROSS  
**DATA QUALITY, ADOPTION,  
WORKFLOWS, INTEGRATIONS,  
REPORTING AND AI** WILL  
UNLOCK 100x THE IMPACT  
WITH SALESFORCE.”

*Daniel Remedios, Chief Growth Officer, Ebsta*

## FOREWORD:

Salesforce is no longer “just a CRM.” As it enters its 20th year, it’s moved so far beyond its early life to become something far deeper and more valuable to businesses.

The world’s #1 CRM for the last five successive years is now a platform that’s embedded at the heart of hundreds of thousands of businesses across the world.

Recent acquisitions are a good indication of how it’s evolving to meet the demands of tomorrow’s customer - who have changed the way we sell by only ever being a few clicks and a bad experience away from the competition.

It’s a customer-driven, experience-focused world where everything has to be faster, easier and more personal to the individual. Salesforce is achieving this across the entire customer lifecycle with accelerated inroads into IoT, automation, data integration and artificial intelligence.

Competition is more fierce than ever before and businesses will have to discover new ways to acquire, retain and grow their customer base. That relies on the information that goes into Salesforce, the actions that come out and how you optimise that process.

The opportunity that Salesforce’s platform, partners and ISVs afford us are limitless. Businesses now need to turn their attention to realizing how the compounded effect of a coherent strategy across **data quality, adoption, workflows, integrations, reporting and AI** will unlock 100x the impact with Salesforce.

## EXECUTIVE SUMMARY

Now in its fourth year, our report provides an examination into the challenges, opportunities and direction of the world's leading customer experience platform.

It shares insights from over 500 companies across six continents. From those on the front line of sales through to the decision makers confirming budgets and investments.

The report identifies how the world's leading and fastest growing companies with over \$100m turnover are using Salesforce to fuel growth, drive innovation and improve customer experience.

A stylized, handwritten signature in black ink.

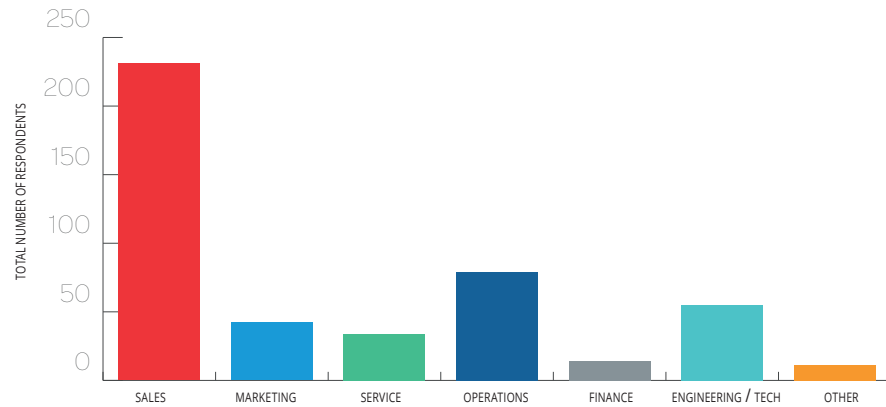
Guy Rubin  
CEO, Ebsta

## KEY TAKEAWAYS

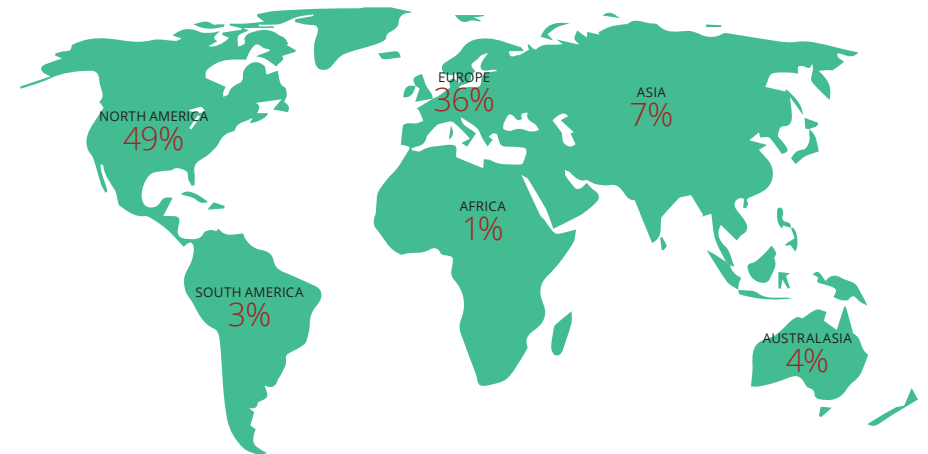
- Data quality remained the biggest challenge to Salesforce users for the third successive year.
- Evolving customer expectations and access to meaningful data are changing the way we sell.
- Unhealthy data and a lack of strategy pose a serious risk to the adoption of artificial intelligence.
- Accountability and executive buy-in are increasing barriers to optimising Salesforce.
- Businesses are leveraging the AppExchange and wider ecosystem to deliver a more complete solution.

# DEMOGRAPHICS

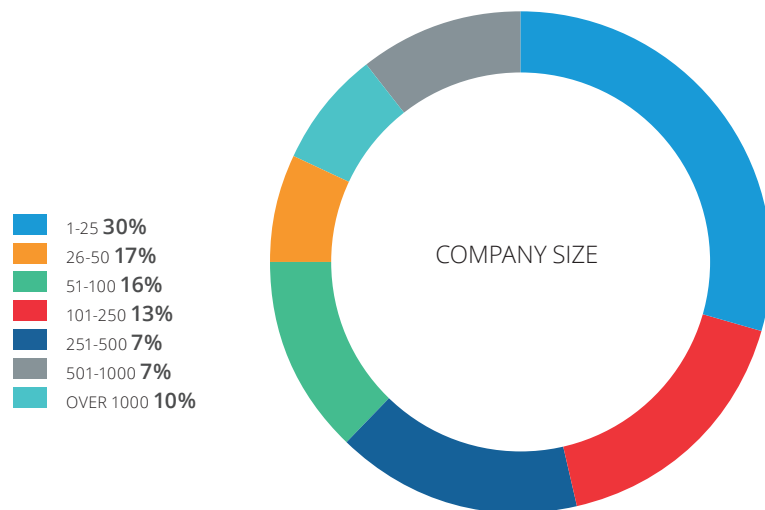
DEPARTMENT



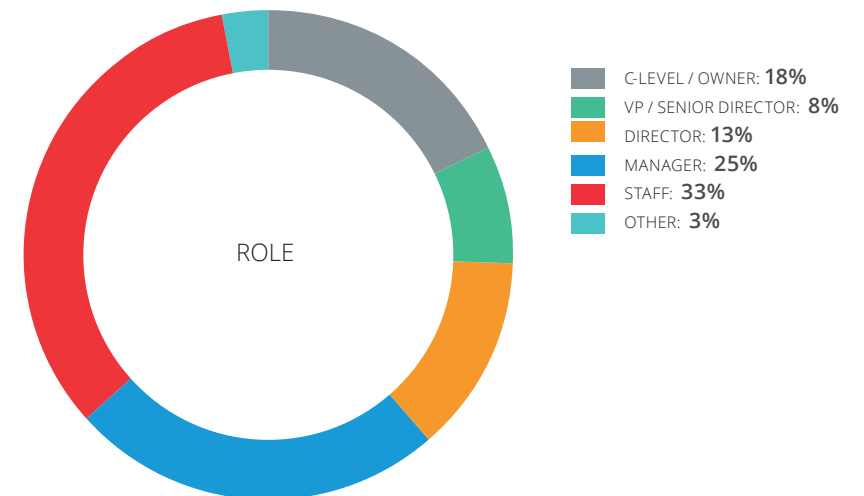
ORGANIZATION HEADQUARTERS



COMPANY SIZE



ROLE



## TURNING BIG DATA INTO MEANINGFUL DATA

Data quality remained the biggest challenge to Salesforce users for the third successive year.

Businesses are exposed to more customer information than ever. They face the challenge of turning big data into digestible and usable insights that actually impact revenue.

To create useful, actionable and contextual moves forward, businesses have to address the mismanagement of data and the risks that are being created from it.

Interactions with customers too often fail to make their way back into Salesforce and data is outdated, inaccurate, uncontrolled, duplicated or depreciated.

Data quality is breaking down at the point of entry into Salesforce and the burden that's being placed on end users to log every activity and piece of information.

### REPORT INSIGHTS:

- 65% of companies with over 100 users cited data quality as their biggest priority moving forward.
- Over 50% of sales staff spend the majority of their time - when they're not directly selling to customers - split between manual data entry and prioritising leads.
- LinkedIn remained the biggest source for prospecting, although leveraging historic engagements locked in Salesforce followed as a close second.
- Automation and the ability to build workflows leapfrogged last year to become the second biggest priority this year.



## THE WAY WE SELL IS CHANGING, BUT OUR KPIs ARE NOT

Customer experience has become the biggest priority for companies, second only to the growth of customer value.

We are selling in a customer-led market where businesses understand the importance of nurturing relationships to secure recurring profit. However, we are continuing to measure performance primarily on individual activity, team quotas, connected calls and the number of email engagements.

Businesses are operating in an entirely new world, but continuing to ask the same questions of performance and success that they did decades ago.

CRM is still being seen by businesses as an 'activity counter' as opposed to a vehicle for identifying, measuring and optimising the inputs that drive the outputs.

In an experience-driven sales environment, insightful data is the new oil. It's the ongoing insights and relationships from healthy data that will drive revenue across the customer's lifetime.

- A lack of user adoption causes over half of insights into customer relationships to go unrecorded in Salesforce.
- Time spent building customer relationships directly and capturing the outcomes in Salesforce are considered unimportant to more than half of sales staff.
- A further 22% believe that those relationships can be developed and nurtured across virtual platforms.
- The lifetime value of a customer was cited as the least recognised KPI.
- Methods of data control, data entry and the revenue attached to customer data failed to be included in individual KPIs at all.

## CHANGE HOW LEADERSHIP ENGAGE WITH SALESFORCE

Organizations are not introducing accountability and the return on investment from Salesforce is being undermined as a result.

With any technology solution, your commitment to adopt and engage with it will directly affect its success.

Integration of key systems and success with Salesforce has become increasingly more about how organizations are leveraging the wider Salesforce ecosystem.

The day-to-day operation of the business is dependent on Salesforce's reporting capabilities.

Senior management showed an enormous appetite for understanding how their business is performing in real-time.

- C-suite cited greater need for the swift generation of "useful" reports.
- Larger companies with over 100 employees believe they lacked sufficient executive buy-in to achieve the goals they set with Salesforce.

## A CRM THAT PUTS RELATIONSHIPS FIRST

The number of prospects in your CRM is less important than the quality of engagements you have with them and how each interaction moves the needle towards revenue.

Businesses that understand the revenue attached to their opportunities and accounts are able to prioritize their activity to drive and retain profit across the customer's lifecycle.

Sales reps are leveraging healthy data in Salesforce to nurture the right relationships at the right time and shorten the sales cycle to revenue.

- The average sales cycle for almost a third (29%) of sales staff is between one and three months, with a further 27% saying they experienced longer sales cycles of three to six months
- Respondents prioritized leads on the strength of historic relationships and the level of authority as a decision maker.

## THINK ABOUT DATA BEFORE ARTIFICIAL INTELLIGENCE

The confusion and fog around AI pose a huge risk to its adoption. Businesses that fail to underpin the deployment of AI with a data strategy are creating enormous risk for their business. If the data is bad, then the consequences of AI could be misleading and even damaging to a business..

Healthy, historical and well-maintained data will create an enormous advantage for those adopting AI to automate and inform decision making and processes.

Marc Benioff even suggests that the gap between those that leverage AI and those that don't will be so wide that it should be deemed the next human right.

- Less than ten percent of respondents have implemented wide-scale use of artificial intelligence in Salesforce.
- A lack of understanding was cited as the biggest reason for not adopting AI.
- Those investing in AI are primarily utilizing it to gain prescriptive insights into opportunities and accounts they should be working.
- Over half of those using AI are doing so for prescriptive lead scoring (29%) and prescriptive forecasting (26%).

## FAR BIGGER THAN A CRM

Last year Salesforce made their biggest ever acquisition for MuleSoft, paying a reported \$6.5bn to acquire the sophisticated cloud integration platform for connecting applications, data and devices.

The addition of Rebel and Datorama to their ranks in 2018 also allowed them to overtake and extend their lead of Adobe within the marketing automation space.

We can see that Salesforce is continuing to expand its ecosystem to build a seamless end-to-end journey that supports the entire customer lifecycle. The wider ecosystem is also bringing the power of Salesforce closer to where sales engage with their customers.

- Over half of respondents (55%) admit to using more than five applications from the Salesforce AppExchange.
- Time spent inside Salesforce has decreased, but its importance in every sales engagement has increased.
- There was a significant correlation between the fastest growing companies and those using third-party integrations, automation tools and increased usage of Salesforce.



## A LOOK AHEAD TO SALESFORCE USAGE IN 2020

The potential and opportunity in front of businesses using Salesforce and its growing ecosystem are limitless.

Two decades on from an idea that grew out of Telegraph Hill, Salesforce is in its strongest position ever. A commitment to AI, wider integrations and customer experience are changing our relationship with the platform.

Sales, marketing and customer success are starting to leverage the full force of Salesforce to deliver a collectively better experience for the customer. It's their ongoing engagement, from the very first interaction forward, that will differentiate businesses in the marketplace.

Sales activity outside of Salesforce is now being seamlessly driven by the information within it. We can see that businesses are bringing the insights of Salesforce to where they actively engage with customers.

If businesses intend on moving closer to their customers they will need to build deeper, contextual and more meaningful relationships with them.

Underpinning everything will be the relationship companies have with their data. This requires an entire cultural shift in attitude that's driven by the behaviour and expectations of customers. If businesses do not have a concrete strategy and the right accountability in place to guarantee that, then they will risk their competitive advantage.

## ABOUT EBSTA

SALES OPPORTUNITIES ARE ALL TOO OFTEN COMPROMISED BY MISSING, INCOMPLETE OR OUTDATED INFORMATION THAT NEVER MAKES ITS WAY INTO SALESFORCE.

EBSTA BRINGS EVERY HISTORIC ENGAGEMENT WITH EVERY CUSTOMER INTO SALESFORCE AND REMOVES THE MANUAL LEGWORK FROM USERS.

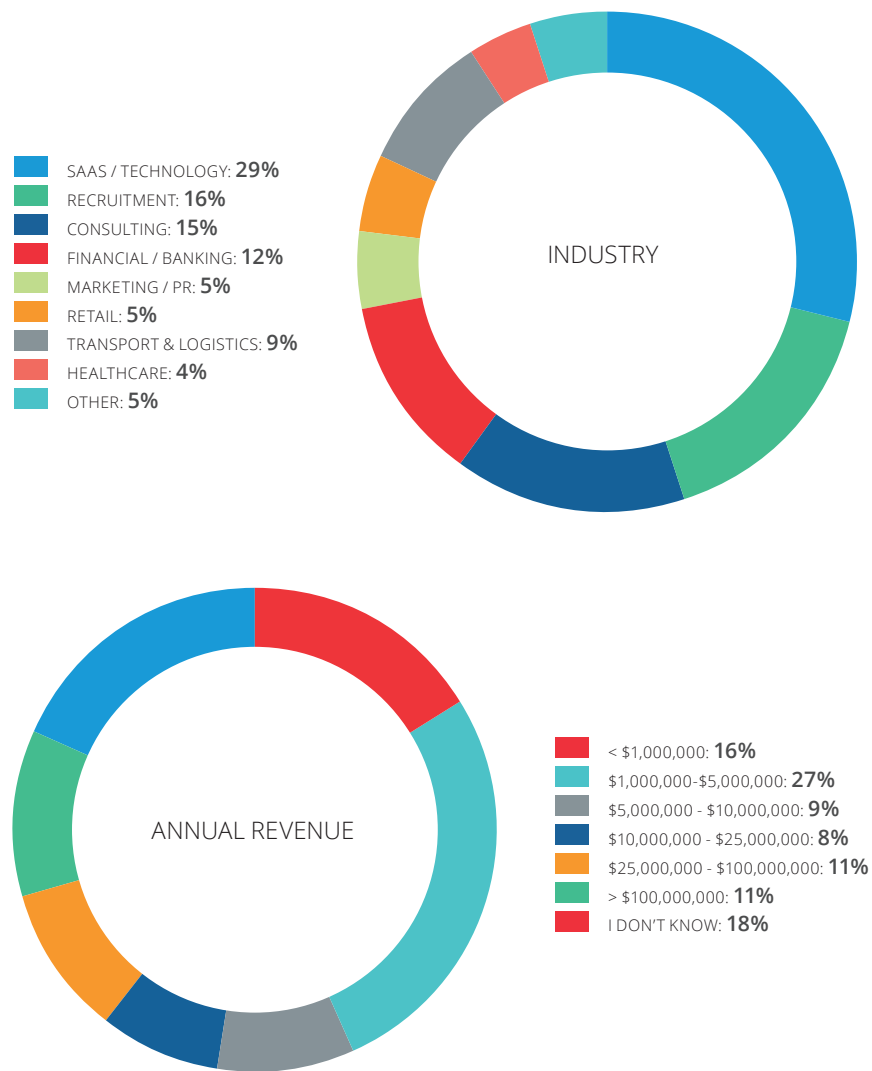
WE THEN PROVIDE THE ANALYTICS AND HIGH-VELOCITY SALES TOOLS TO BUILD DEEPER, SMARTER AND MORE MEANINGFUL RELATIONSHIPS AT SCALE.

WITH EBSTA, YOU CAN UNLOCK, ENGAGE AND OPTIMIZE EVERY SALES INTERACTION TO DRIVE REVENUE ACROSS THE ENTIRE CUSTOMER LIFECYCLE.

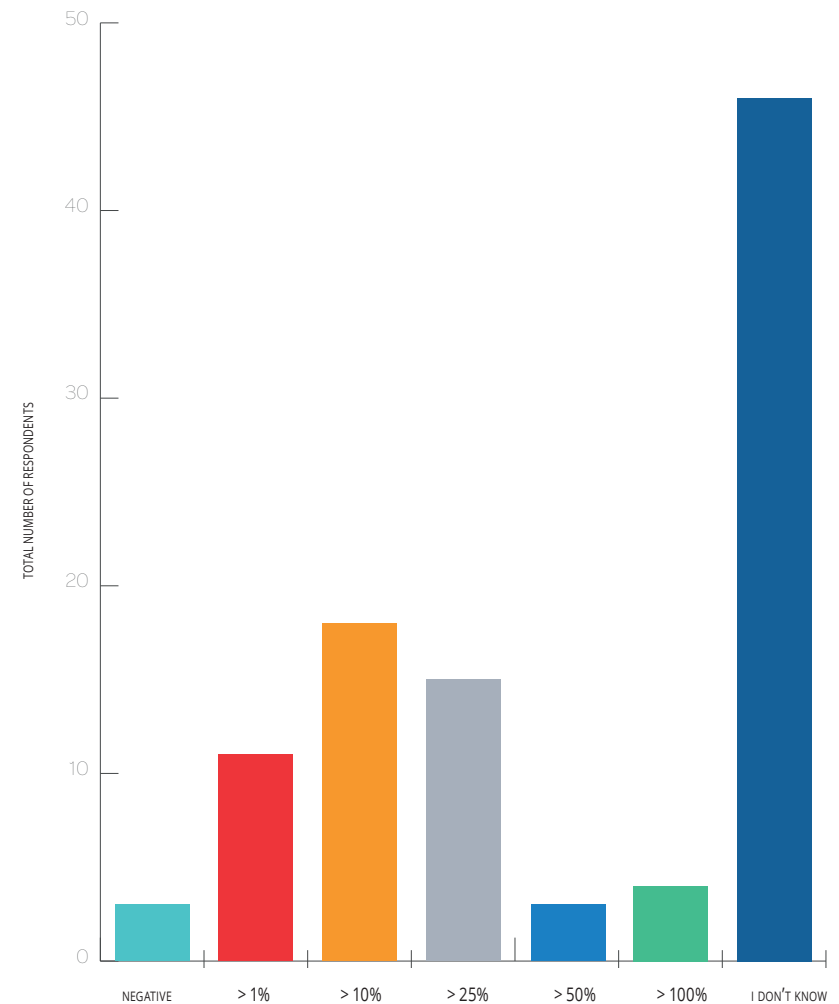
IT ALLOWS YOUR BUSINESS TO BRING EVERY ACTIVITY AND RELATIONSHIP INTO SALESFORCE, TURN IT INTO INSIGHT AND TAKE THE POWER OF THAT DATA TO WHERE YOU ACTIVELY ENGAGE WITH CUSTOMERS.



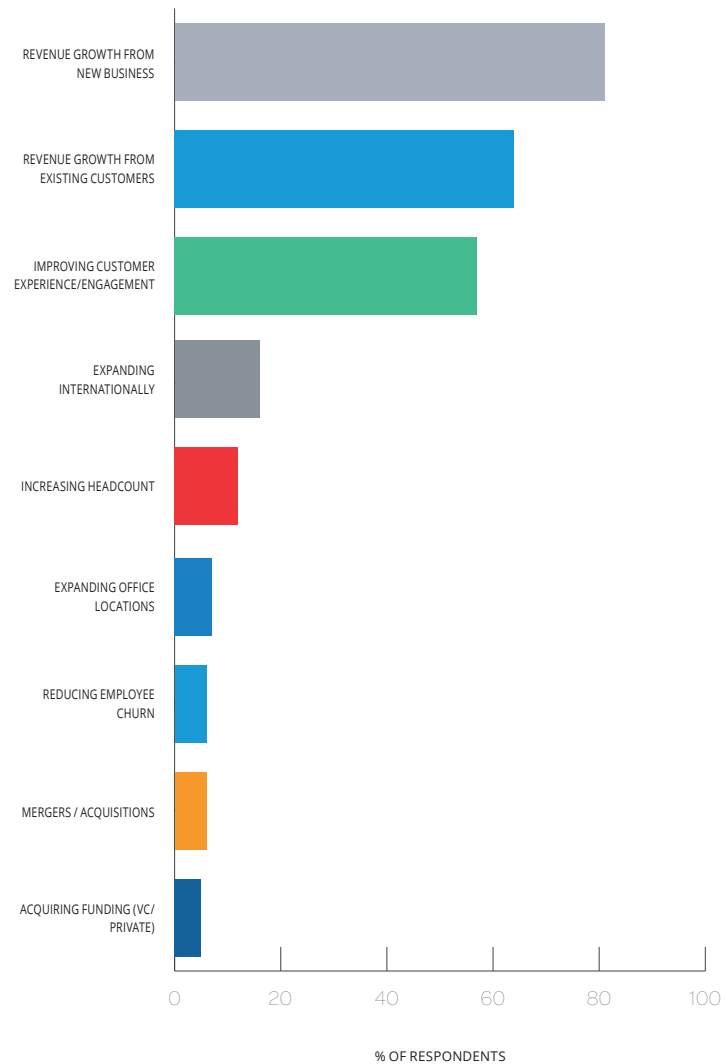
## BREAKING DOWN THE NUMBERS



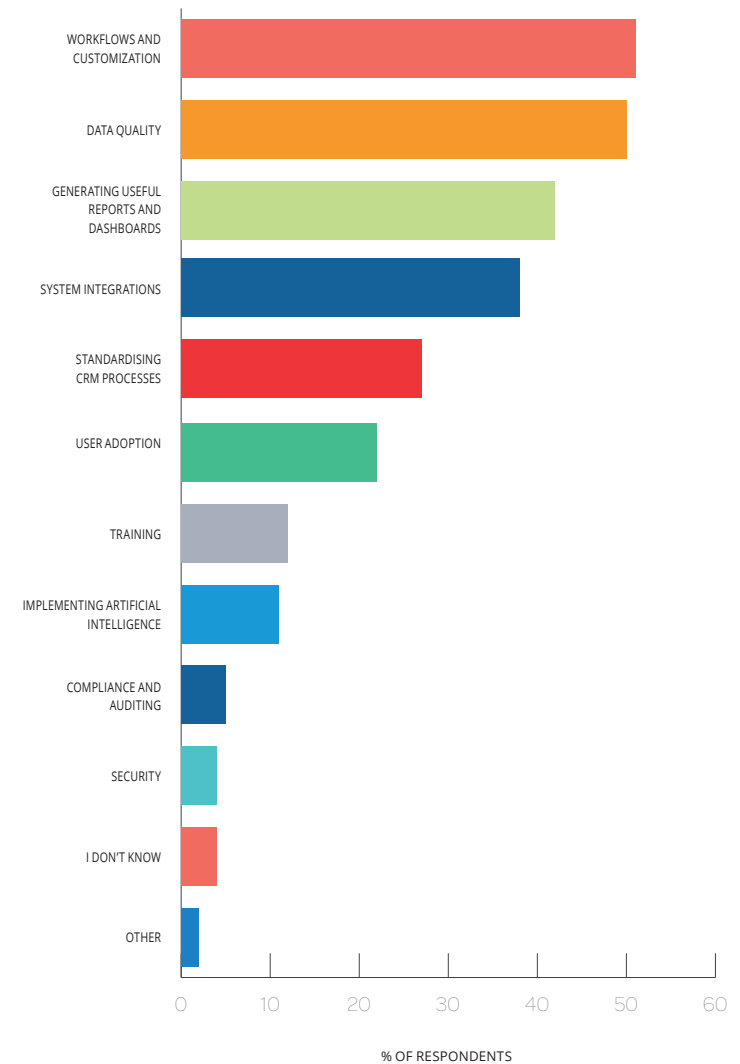
## YEAR-ON-YEAR REVENUE GROWTH



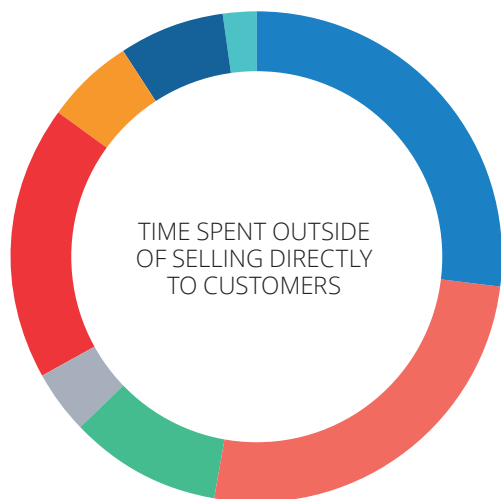
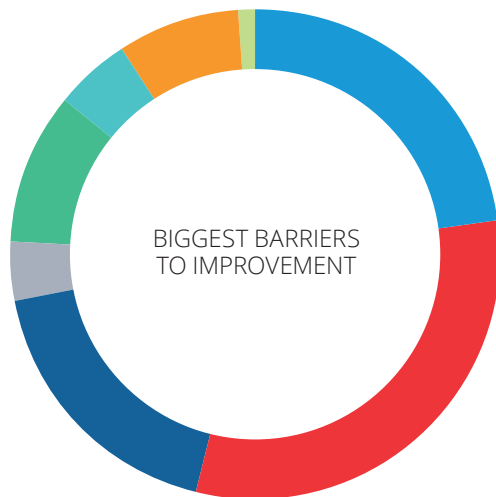
## KEY COMPANY OBJECTIVES IN THE NEXT YEAR



## PRIORITIES TO IMPROVE SALESFORCE IN THE NEXT YEAR

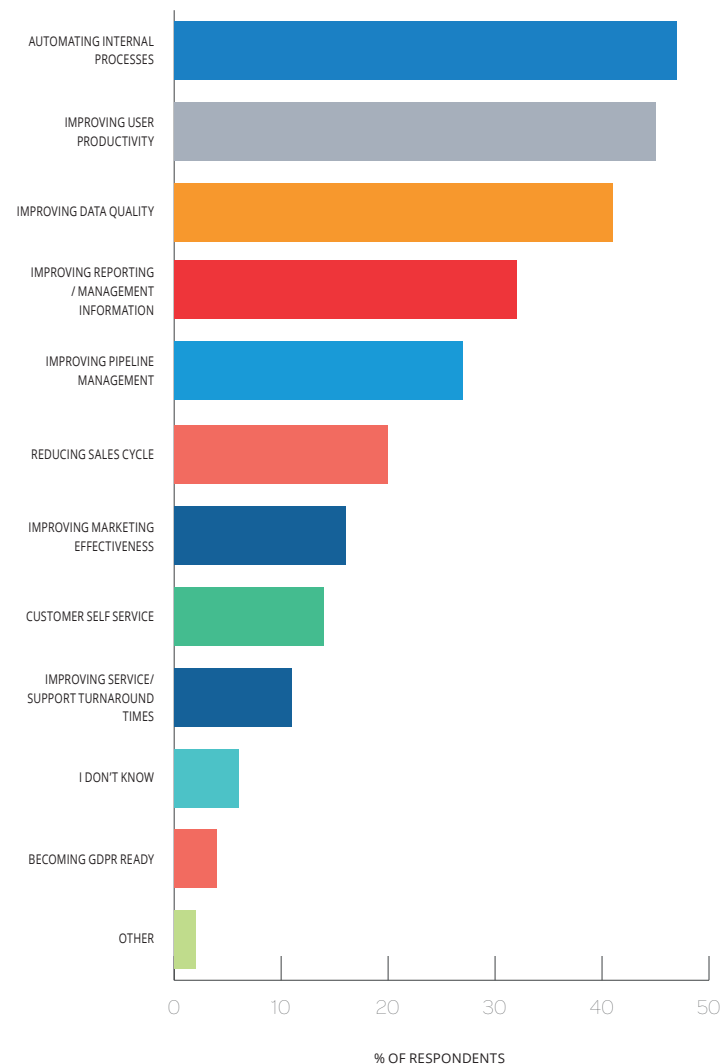


- BUDGET: **23%**
- TIME: **31%**
- LACK OF SKILL/EXPERTISE: **18%**
- LACK OF AVAILABLE SOLUTIONS: **4%**
- LACK OF INTEGRATION BETWEEN SYSTEMS: **10%**
- INSUFFICIENT EXECUTIVE BUY-IN: **5%**
- NONE: **8%**
- OTHER: **1%**

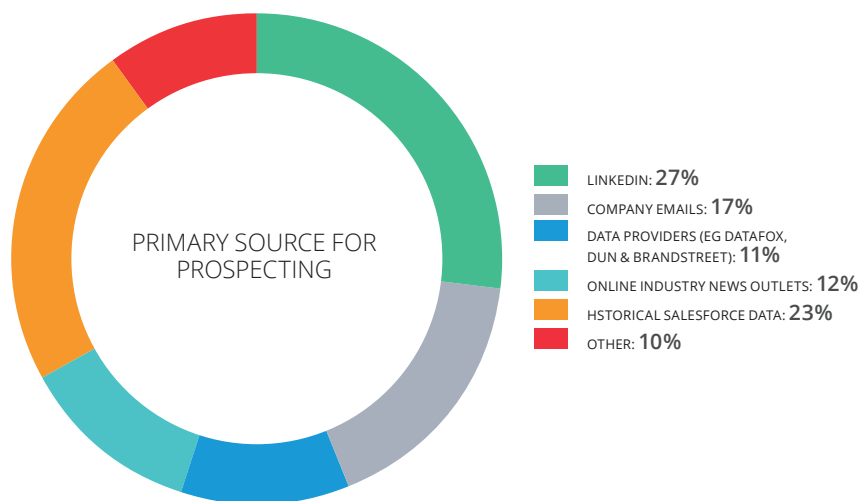


- PRIORITISING LEADS AND OPPORTUNITIES: **27%**
- MANUALLY ENTERING DATA: **26%**
- INTERNAL MEETINGS: **10%**
- TRAINING: **4%**
- RESEARCHING PROSPECTS: **18%**
- PREPARING SUPPORTING COLLATERAL FOR MEETINGS: **6%**
- GENERATING QUOTES AND PROPOSALS: **7%**
- OTHER: **2%**

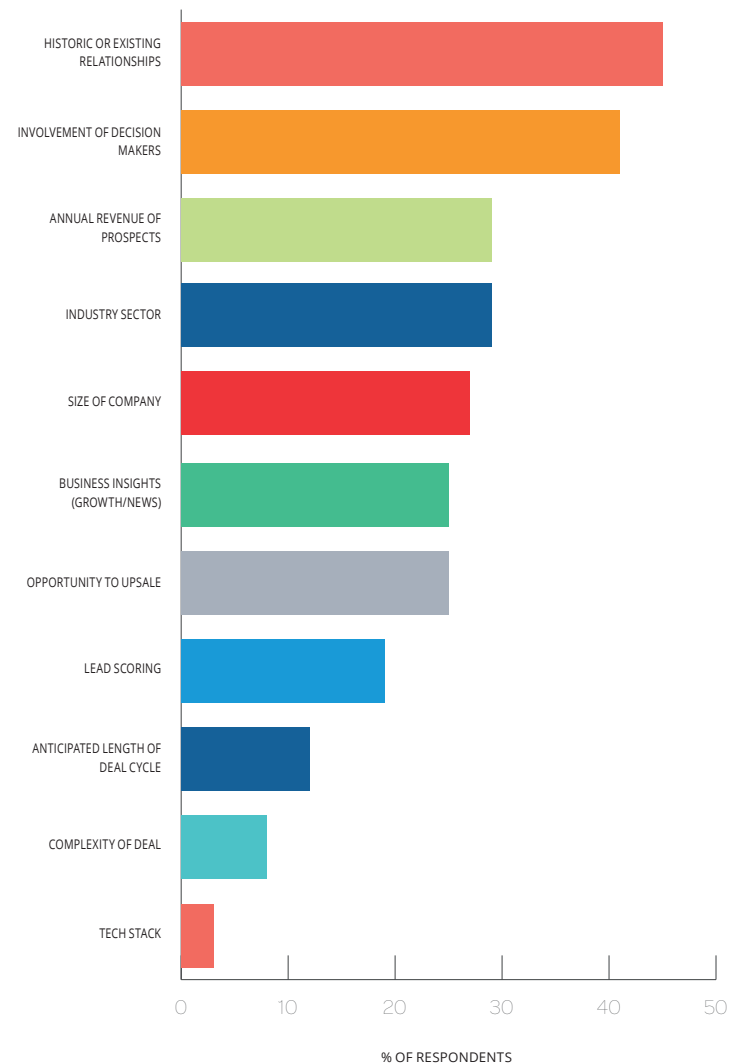
## WISHLIST IMPROVEMENTS

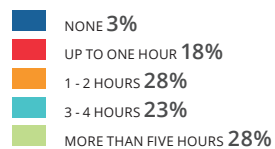
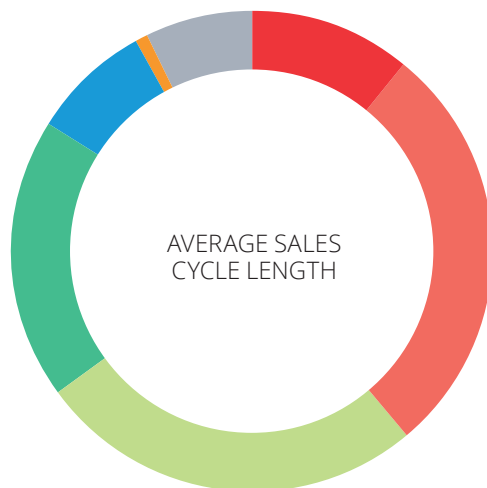
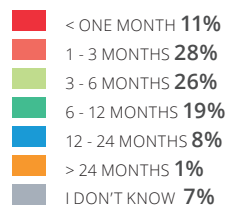


- BUILDING RELATIONSHIPS WITH PROSPECTS IN PERSON **45%**
- BUILDING RELATIONSHIPS WITH PROSPECTS USING VIRTUAL TECHNOLOGY **21%**
- COMPETITOR RESEARCH **1%**
- DEEPER DISCOVERY OF PROSPECT NEEDS / CURRENT SOLUTION **21%**
- PIPELINE MANAGEMENT **11%**
- OTHER **1%**

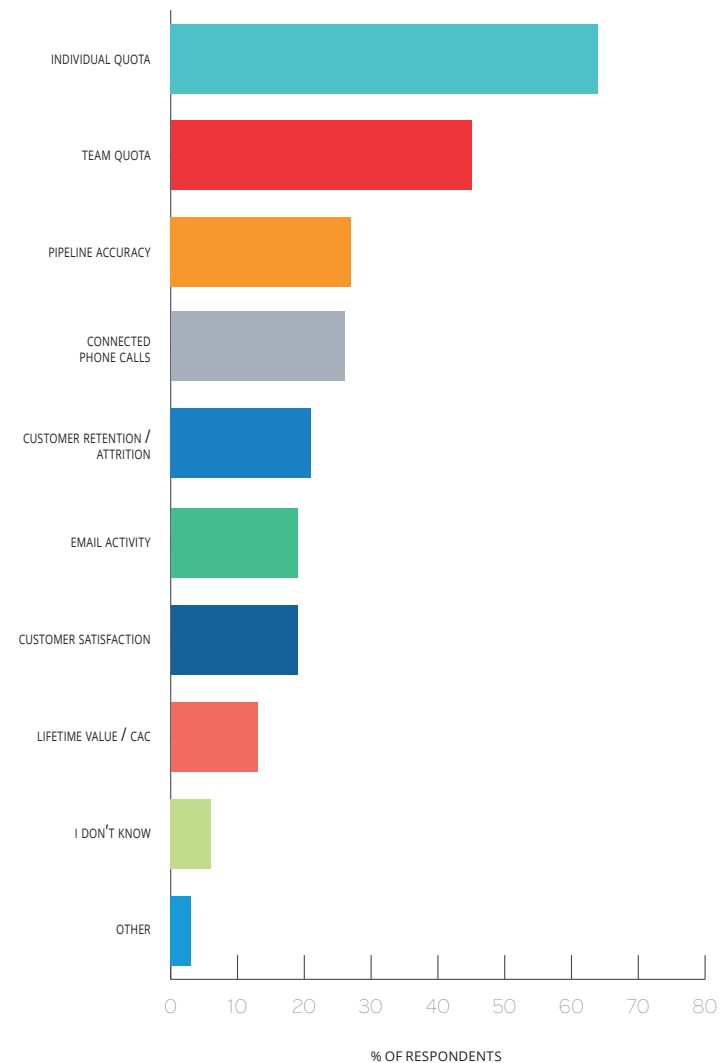


## HOW DO YOU PRIORITIZE LEADS?

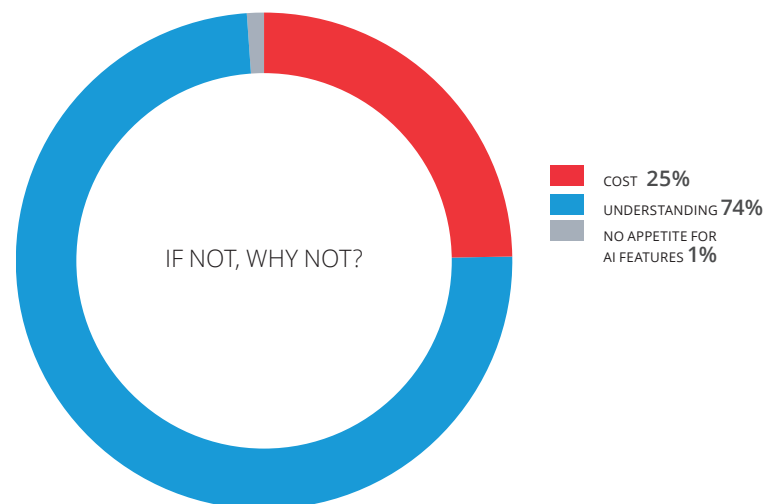
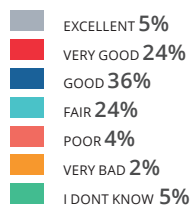
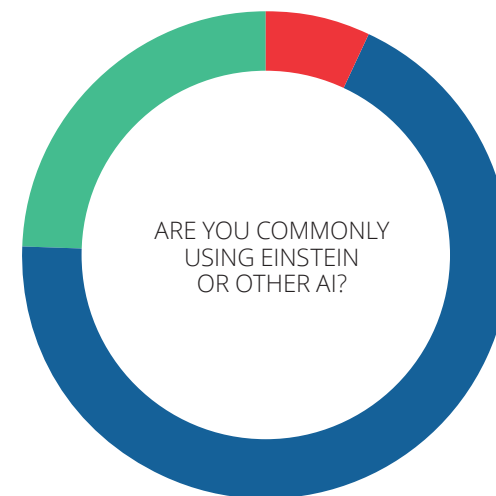
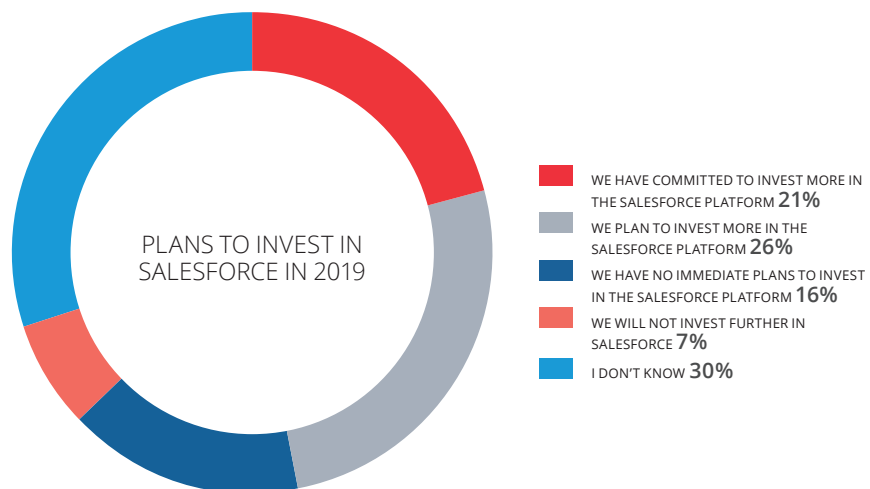




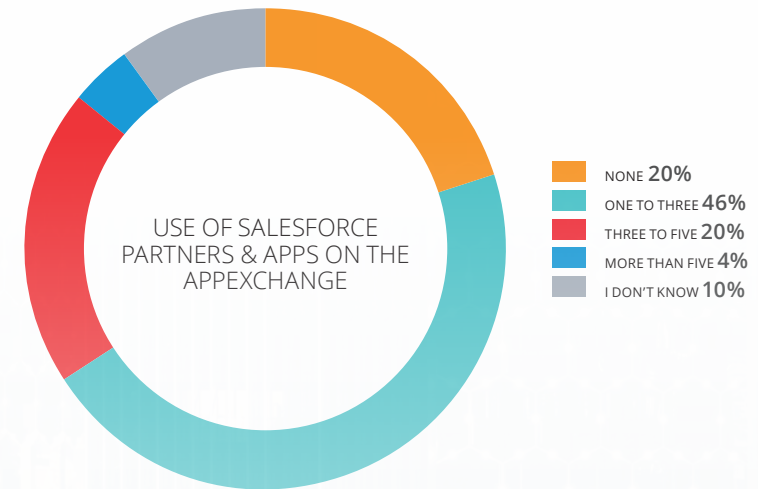
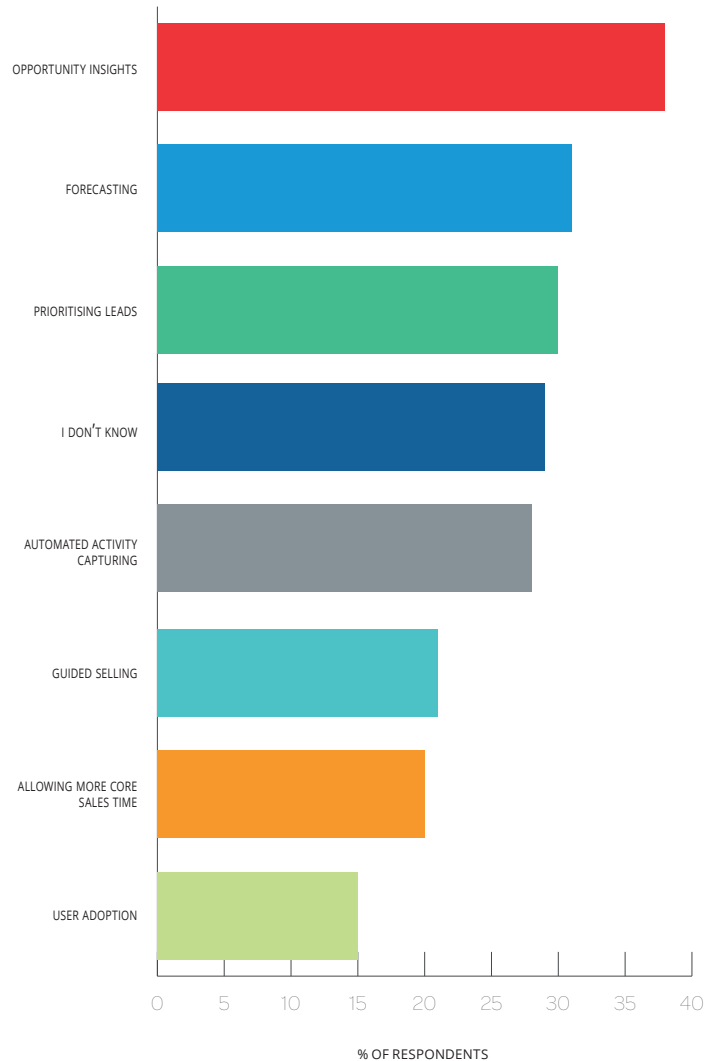
## MOST COMMON KPIS







### BIGGEST BENEFIT TO INTRODUCING AI IN SALESFORCE



“YOU NEED TO GET TO THE FUTURE, AHEAD OF YOUR CUSTOMERS, **AND BE READY TO GREET THEM WHEN THEY ARRIVE.**”

*Marc Benioff, CEO of Salesforce*



UK

CONGRESS HOUSE,  
GREAT RUSSELL STREET,  
LONDON,  
WC1B 3LS

+44 (0) 203 002 5800

US

1001 GARNET AVE,  
SUITE 200  
SAN DIEGO,  
CA 92109

844-44-EBSTA (32782)

SALES@EBSTA.COM

**ebsta.com**