

Salesforce Usage

Report 2020

REVENUE GROWTH IN
THE AGE OF CUSTOMER
EXPERIENCE



In a new decade, businesses will use Salesforce differently. The customer and how they buy demands it.

Customers are more informed than ever, have higher expectations and a multiplying number of channels to engage with your business across.

They are increasingly self-educated in the buying process, with Gartner suggesting that only 17% of b2b sales time is spent meeting with potential suppliers and as little as 5% with individual sales reps.

Businesses need to build journeys that reflect this and meet them with what they want, where, and how they want to engage.

The single most important output of Salesforce will be in the superior experience that it enables businesses to create for their customers. Across connected, consistent and dynamic journeys.

We have to realize that this journey is not linear and that it's outside of the seller's control. When you have six to ten decision-makers involved in a two-year process - the decisions naturally loop back and forth revisiting the need, alternative solutions, and internal debate. The information and actions from Salesforce have to be malleable enough to accommodate this.

Almost half of the time spent on purchasing decisions (40%) is spent offline or communicated internally through the buyer group, away from your sales and marketing outreach. (Gartner)

When we realize that there is no clear hand-off between digital and in-person and that the journey offline has to reflect our online activity, there is only one thing to sell on.

Openly available information. Seamlessly providing all the information that the customer wants, when they need it, and at every touchpoint.

Salesforce is the meeting ground for insights and its ecosystem is the engine room for delivering information that makes these buying decisions easier.



Guy Rubin
Guy Rubin,
CEO, Ebsta

Contents

- 01 Firmographics:** Breaking down the numbers
- 02 Selling with Salesforce in** a new decade
- 03 Business objectives in** 2020
- 04 How to prioritize leads**
- 05 The future of KPIs**
- 06 Time in Salesforce**
- 07 How Salesforce scores**
- 08 An opportunity with** Salesforce
- 09 Connecting the ecosystem**
- 10 Smarter with AI**
- 11 Selling in COVID19**
- 12 A look forward**

Breaking down the numbers

Hundreds of businesses across five continents.
From under 50 heads to over 10,000.



- C-suite / Owner - 10%
- VP / Senior Director - 8%
- Director - 16%
- Staff - 33%
- Other - 4%
- Manager - 29%



Industry

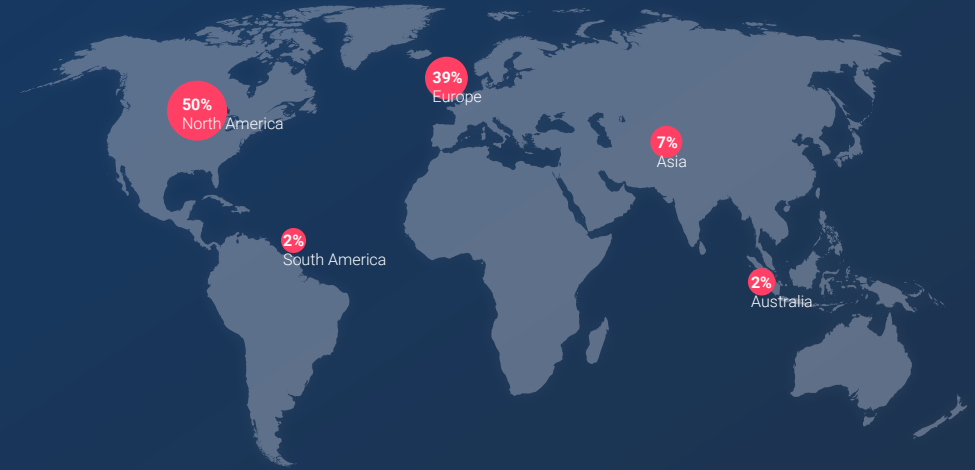
- Marketing / PR - 3%
- Transport & Logistics - 2%
- Retail - 1%
- Other - 18%
- SaaS - 36%
- Consultancy - 15%
- Recruitment - 13%
- Financial / Banking - 9%
- Healthcare - 3%



Department

- Sales - 30%
- Operations - 21%
- Support - 12%
- Marketing - 11%
- Customer success - 10%
- Other - 10%
- Finance - 6%

Location



50% North America

39% Europe

7% Asia

2% South America

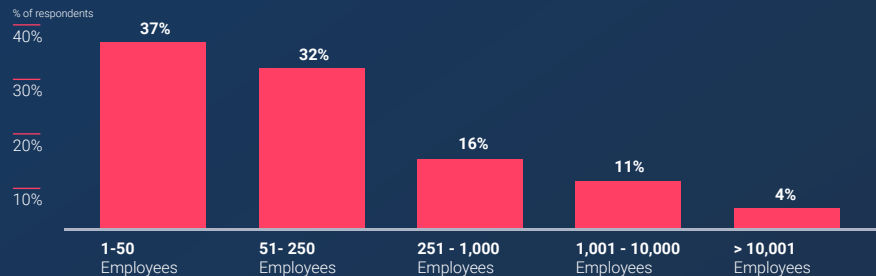
2% Australia



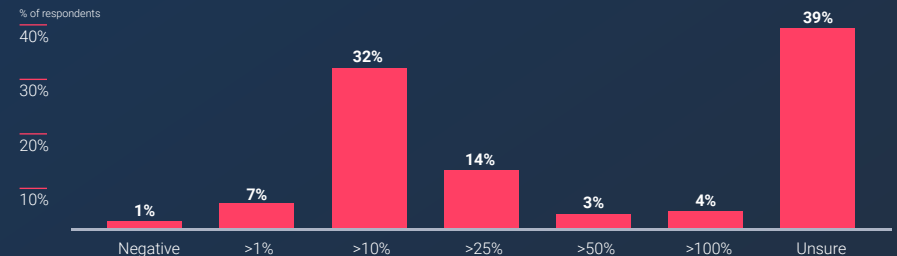
Annual Revenue

- \$1,000,000 - \$5,000,000 - 21%
- Unspecified - 20%
- <\$1,000,000 - 14%
- \$10,000,000 - \$25,000,000 - 14%
- \$25,000,000 - \$100,000,000 - 13%
- >\$100,000,000 - 10%
- \$5,000,000 - \$10,000,000 - 8%

Company size

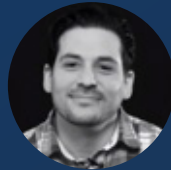


Annual Revenue Growth





2020 means back to basics and leaving Salesforce to be the CRM it was designed to be.



SEVENROOMS

Dan Grossberg,
Director of Sales Operations,
Sevenrooms

For businesses looking to grow and succeed in 2020 and beyond, I think there needs to be a shift in how they approach their Salesforce org.

Over the last 15 years, I've seen many organizations investing heavily in customizing their instance of Salesforce. Adding hundreds of custom fields/objects and integrating every single system and data point for their business. Many adopt the mantra that

"if it doesn't exist in Salesforce, it doesn't exist."

Countless hours are spent connecting systems, pumping data in and layering automation on automation so that Salesforce acts as middleware, or worse yet, becomes so crucial to operations that when Salesforce

goes down - the business stops. It doesn't happen often, but if *Permageddon* of 2019 taught us anything, it's that business-critical operations cannot solely rely on the up-time of a CRM.

I draw parallels to William Bruce Cameron, who said

"...not everything that can be counted counts, and not everything that counts can be counted."

In other words, just because you can do it in or with Salesforce, doesn't mean you should. I suggest you leave Salesforce to be the CRM it was designed to be. Manage your customers and interactions there and your analytics from an external data lake.



Since early 2018, Salesforce's acquisitions have set the tone for its long-term capability vision.



Elavon

Arup Chakravati
Head of Sales Enablement, &
Commercial Analytics, Elavon Europe

Arguably, analytic visualisation tools have garnered greater adoption at senior executive level versus CRM. With the purchase of Tableau, Salesforce has added a critical management information capability to its arsenal, engaging a key audience segment.

This relationship should be win-win for all parties:

Salesforce's client portfolio - almost double that of Tableau's - means that Salesforce has a locked-in base serving a rich distribution channel to its acquisition.

Tableau's core offering of stitching together multi-sourced datasets means that it can extend the power of insights and visualisation beyond Salesforce's product suite, into the wider enterprise environment.

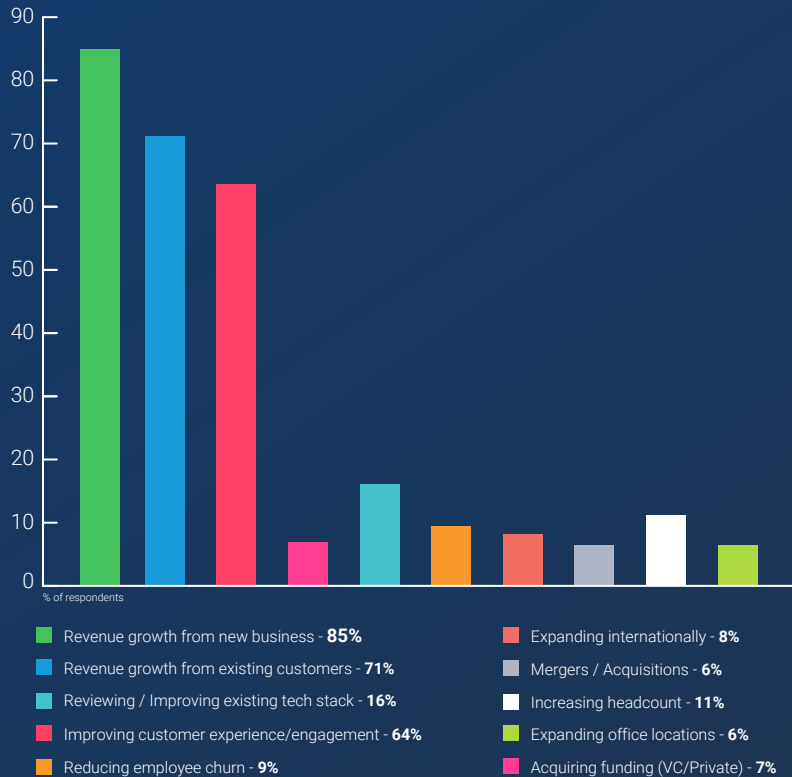
And given that 40% of Salesforce's clients are in a complex, multi-cloud environment, achieving the holy grail of 'Customer 360' will be significantly dependent on a sophisticated analytics capability.

Einstein remains a powerful micro-decisioning tool. Combined with the power of macro trend-decisioning, the two offerings promise a powerful synergy.

Hence, we'll see an ever increasing tie between CRM and analytics, scaling beyond Einstein, supporting portfolio level, exec decision making.

What are your top three business objectives:

(Up to three answers)



Grow revenue, not risk

As the system of record and main integration point for interoperability of all other sales tools, Salesforce.com is taking on a major role in the Work From Home (WFH) movement being driven by the COVID-19 pandemic.

We are seeing entire states in the US effectively ordered home by their governors, including California, which represents 20% of the US economy and a much bigger piece of the innovation economy.

With this shift, sales leaders are finding it advisable to supplement SFDC with technologies purpose-built to allow reps to have as many or more relevant sales conversations as possible without office supervision. Critical complementary tools include agent-assisted dialing, conversation intelligence, remote coaching support and centralized data management to get sufficient visibility, control and productivity for a SFDC-enabled WFH sales team.

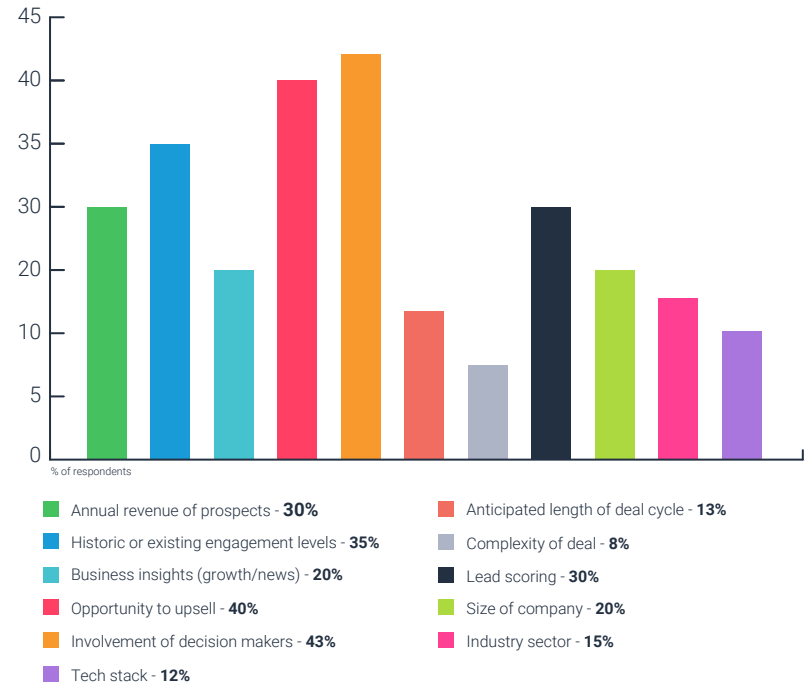
Relationships drive revenue

The findings show that the size and weight of prospects (30%) are not interfering with the most important part of the sales process - the relationship. Using Salesforce to identify the right people and how to engage with them at the right time.

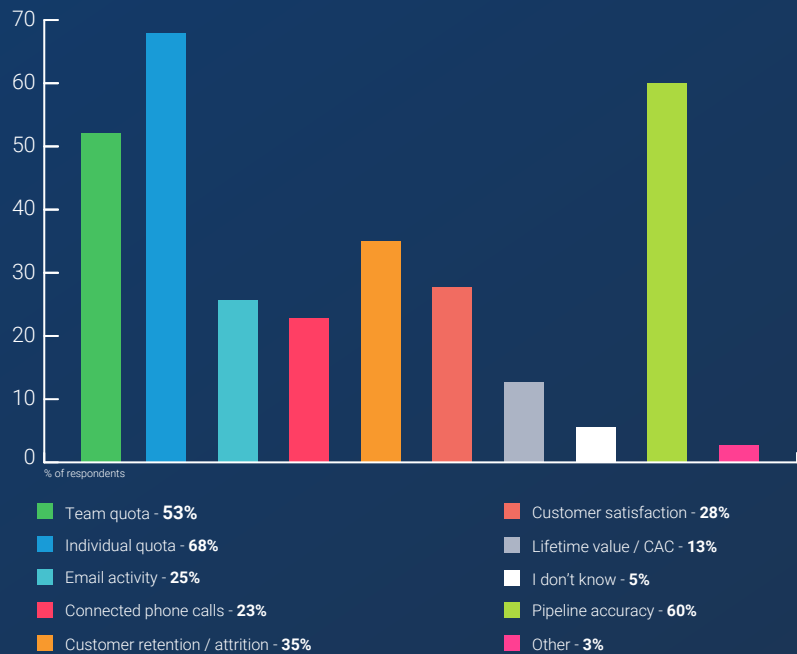
However, almost a third of all opportunities currently being worked on won't close and businesses need to ask how they can leverage Salesforce to identify this sooner. (Ebsta) Below a third put lead scoring (30%) as a priority, which indicates that it's still largely misunderstood in Salesforce.

How do you prioritize leads?

(Up to three answers)



Which KPIs are you targeted with?



A new KPI for a data-centric generation

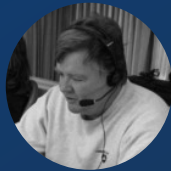
The future belongs to those with speed and visibility. It's why two-thirds of respondents (60%) cited having a clear view ahead with their pipeline as paramount. More than double that of last year's findings (28%). Businesses want to know with confidence what's going to happen sooner and want the data at their disposal to map that.

C-suite are most interested in how their teams perform on a whole, how far ahead they can confidently see with their pipeline and what tech they can invest in to facilitate this.

In the age of customer experience, it's no surprise that customer retention (+14%) and customer satisfaction (+9%) have also grown in importance from last year.

In an environment where businesses have to constantly be improving their performance and processes, KPIs are the tiller to steer this. Businesses should be asking if the KPIs they install are creating insights around their teams that allow them to improve their performance.

Businesses should also consider that activity does not denote engagement and find a more accurate way of measuring their pipeline.



ConnectAndSell
The Art of Selling

Chris Beal,
CEO, ConnectAndSell

As the system of record and main integration point for interoperability of all other sales tools, Salesforce.com is taking on a major role in the Work From Home (WFH) movement being driven by the COVID-19 pandemic.

We are seeing entire states in the US effectively ordered home by their governors, including California, which represents 20% of the US economy and a much bigger piece of the innovation economy.

With this shift, sales leaders are finding it advisable to supplement SFDC with technologies purpose-built to allow reps to have as many or more relevant sales conversations as possible without office supervision. Critical complementary tools include agent-assisted dialing, conversation intelligence, remote coaching support and centralized data management to get sufficient visibility, control and productivity for a SFDC-enabled WFH sales team.



THE COVID-19 PANDEMIC IS GROWING APPETITE FOR TECHNOLOGY TO SUPPLEMENT SALESFORCE AND CONNECT AS MANY SALES CONVERSATIONS AS POSSIBLE WITHOUT OFFICE SUPERVISION.



Putting every customer at the heart of a connected solution

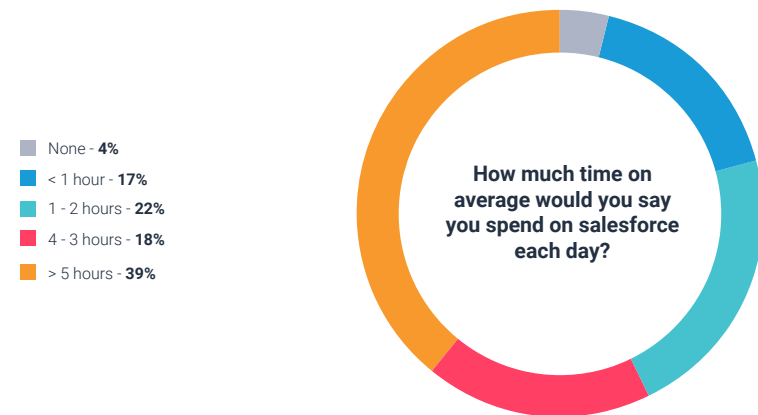
Salesforce has achieved its position as a platform that sits at the heart of customer operations and stretches across the entire lifecycle of marketing, sales and customer success.

Over half of employees are spending over half of their time working within the Salesforce ecosystem.

39% of people spend over 5 hours a day either working in or from, Salesforce. An 11% increase on this time last year.

Businesses are seeing the importance of having a single source of truth to create a connected experience at each engagement with a customer. Whether it's tomorrow, next month or a year from now.

How much time do you spend on Salesforce?



How would you rank Salesforce's ability to:



3.7 out of 5

Create a 360 customer experience?

Falling shy of where Salesforce might hope, there are two areas for improvement. Adding context and history to every engagement in Salesforce and connecting that information to action.



3.35 out of 5

To forecast accurately?

If people don't trust the data traveling into Salesforce then they won't trust the insights being pumped out. Businesses have not yet found a fast way to generate actionable and digestible insights from the platform.



3.98 out of 5

Track sales activity and performance?

Businesses know what people are doing and how well they're doing. However, the growing pains of moving beyond an activity counter means that they need to now look at how effective those actions are and how they can be improved.



3.54 out of 5

Surfacing the right information at the right time?

If you don't have the information when you need it then it loses its value drastically. Salesforce appears to still be struggling to seamlessly surface context between objects and records and communicate information to the coal front of where customer engagements are happening. Businesses have to be asking how they can bring information to the right eyes faster.



3.61 out of 5

Integrate with your existing tech stack?

A tech solution can quickly become a disadvantage if it's not built with the wider tech environment and processes in mind. Businesses have to put Salesforce at the center of their universe and add tech that complements its existence and doesn't create Frankenstein's Monster.



SERCANTE
Andrea Tarrell,
CEO, Sercante

The biggest untapped opportunity for most Salesforce customers is Campaign Influence reporting.

This has a massive impact on both sales and marketing teams when used correctly.

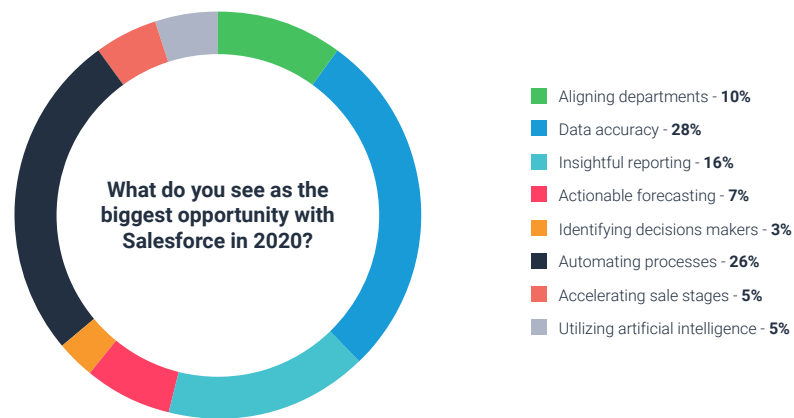
Campaign Influence reporting allows businesses to track the full lead/opportunity lifecycle and to show every single marketing and sales touchpoint that contributed to a deal closing. It allows you to objectively evaluate sourced and influenced revenue for every marketing initiative and make marketing investments based on contribution to pipeline. In an economic climate when businesses are looking to do more with less, the power of this data cannot be overstated.



THE **BIGGEST UNTAPPED OPPORTUNITY**
FOR MOST SALESFORCE CUSTOMERS IS
CAMPAIGN INFLUENCE REPORTING.



What is the biggest opportunity with Salesforce?



Build everything on the quality of your data

Data quality succeeded automation and workflows this year as the primary opportunity to capitalize on.

Good data is the cornerstone of faster reporting, clearer forecasts, automating processes and the foundation for every advantage artificial intelligence will bring.

People want evidence behind their decisions and they know the vehicle they currently have for making their insights actionable are limited.

Salesforce has been sharing the same narrative since Telegraph Hill. If the data is bad then the decisions you make with it won't be good. Data quality will always be a concern and businesses will continuously strive to improve this. Those that enjoy a healthy intake of data will reap the benefits of everything Salesforce has to offer.

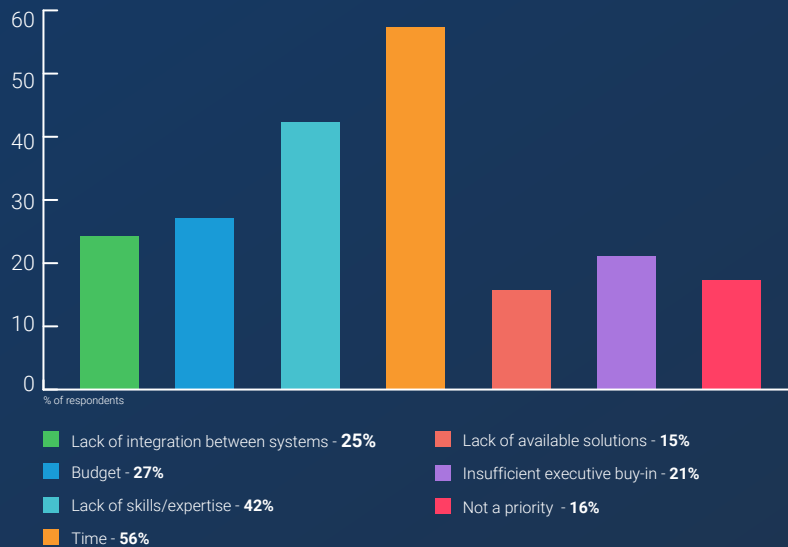
If you had a magic wand what would you fix?

(Up to three answers)



What are the barriers to overcoming these?

(Up to three answers)



What are your top three challenges in Salesforce?

(Up to three answers)



A familiar problem with data

For the fifth consecutive year since this report started, data quality continues to top the list as the biggest challenge and bottleneck for companies. The inability to effectively integrate systems is compounding that which is impacting on the ability to build workflows and customization with the available information.

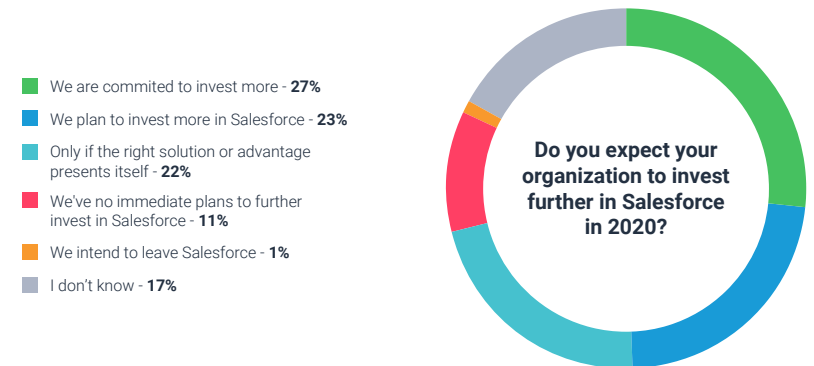
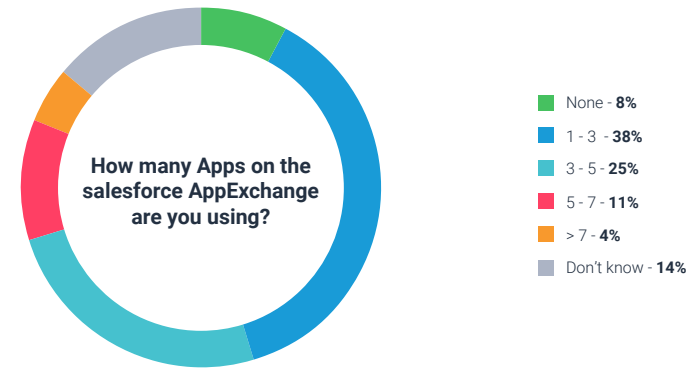
Building a connected solution

Thousands of solutions populate the Salesforce AppExchange and it's being criminally underutilized. Salesforce reaches further and delivers more as an ecosystem.

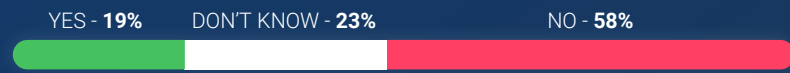
The amount of businesses using three to five apps has increased by 11% in 2019. However, the lion's share of businesses remain in the lower range of integrations and very few are exploring the value in time, manpower and opportunity that have numerous integrations brings.

There's appetite for further investment among businesses, but in a busy market-place, the right opportunity has to be presented and packaged in the right way.

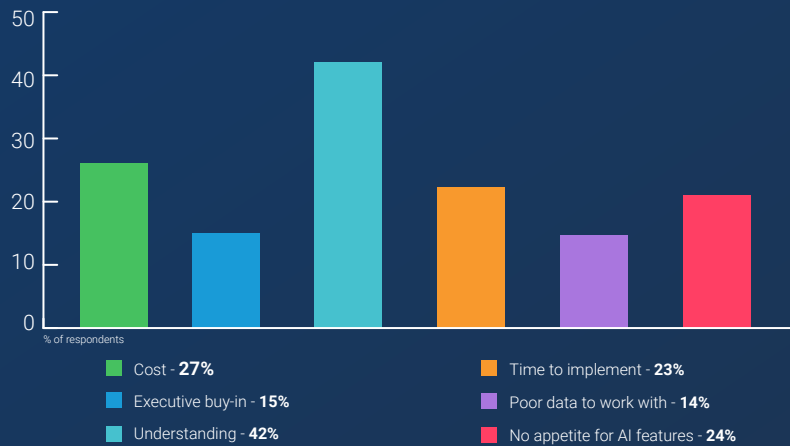
Are you investing in the AppExchange?



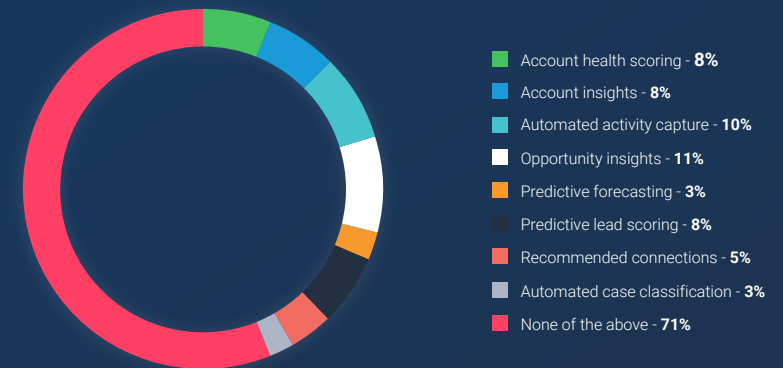
Are you using Einstein or other Artificial Intelligence with Salesforce?



If not, why not?



Which Salesforce Einstein features are you currently using?



People see the value, but understand the cost

More businesses are channeling the advantages of artificial intelligence (+12% YoY) and more people understand the role it will inevitably play. A lack of understanding as a barrier to implementing AI has dropped by over 30% on last year. However, businesses are beginning to realize the problem at hand is the data that feeds AI and see cost, time and difficulty needed as bigger than the reward it will bring.

The impact of AI sits squarely in the quality of data underneath it. There's also major demand for training and education around AI in 2020 and those that invest foundations now will see the dividends later.

Relationship Intelligence for Salesforce

Selling in COVID-19

The creation of this report and supporting commentary were made before the impact of COVID-19 and without knowledge of its long-term effects on Salesforce usage. Therefore, we can only predict how it may affect relationships with CRM. That said, we do know that it will define 2020 and may permanently change the shape of business.

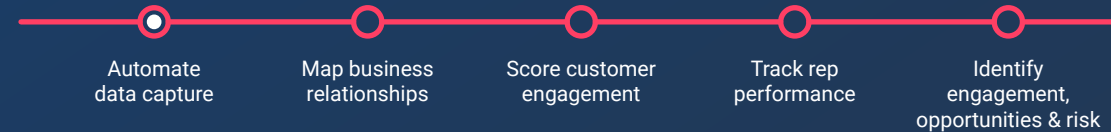
Almost a third of the world has entered a lockdown, which dramatically changes the way we engage both internally and with customers.

Having visibility and a central command center to maintain business continuity and move forward collectively becomes critical.

Predictions:

- Salesforce training will increase as companies have more time and desire to invest internally.
- Businesses will look to rapidly and dramatically improve the data and reporting that everyone is remotely working from.
- Businesses will triple down on tech solutions to fix the gaps in Salesforce and this will mean further investment in the ecosystem.
- Salesforce will become many employees' closest co-worker during isolation and time in the ecosystem will increase.
- Salesforce events and value will move to more accessible channels and digital formats.

Bring Everything into Salesforce



Keep every sales relationship connected



Work together remotely 100% Salesforce truth Engagement insights Improve rep performance

Trusted globally by the world's leading & fastest growing companies



Demo today

The future belongs to the fast and connected

We have seen a paradigm shift in the relationship between businesses and customers.

Customers are more informed, more influential in their peers' decisions, and have the upper hand at the sales front. The battleground for business is being fought over the customer's experience and the relationships that are built around them.

This is a culture of immediacy and businesses need to meet their customers through whatever channel and time suits them.


Linear sales cycles are dead. However, what businesses do have in their armory is information on the customer... and lots of it.

Salesforce plays the pivotal role in connecting all of this. It's evolved from a CRM into a platform, and is heading towards a complete solution that is more connected, insightful, scalable, and customizable.

Whilst the principles remain - accurate view of the customer, scalable processes, actionable insights - they now need to adapt to the breakneck speed of change and flexibility in the world.

And now, with COVID-19, the role of Salesforce as the single source of truth has never been so essential. In 2021, it will become a connected vehicle for building customer relationships across longer life cycles that have evolved outside of the traditional funnel.



 **Daniel Remedios**
Chief Growth Officer, Ebsta



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