

Pipedrive Research Provides Insight into Drivers of CRM Adoption for First-Time Users

- **56% of users interviewed were first-time CRM users**
- **“Improve productivity” was cited as the top reason for using CRM**
- **“Favor spreadsheets” was cited as the top reason for not using CRM**

Research based on in-depth interviews with 260 sales professionals who are users of CRM software found that 56 percent were first-time users of CRM. Of these first-time CRM users, 55 percent switched from using spreadsheets; 21 percent reported they had been using nothing; 16 percent were using pen or paper; and 5 percent, email.

A separate survey of 1,636 sales professionals, both first-time and existing users of CRM, provided visibility into what drives sales professionals to adopt sales CRM and what stops them from adopting it. The top reasons cited for using it was to improve productivity (41 percent), get organized (37 percent), and gather customer information (35 percent) and share information with the sales team (35 percent). The top reasons cited for not adopting it was a preference for spreadsheets (26 percent) and no perceived need for it (21 percent).

The research also provided insight into what factors drove the 44 percent of users who were already using CRM software to make a switch to a CRM. The main reasons were as follows:

- Current CRM platform is too complex
- Need to speed up processes with less clicks to perform everyday actions
- Need for a better mobile app

Conclusions

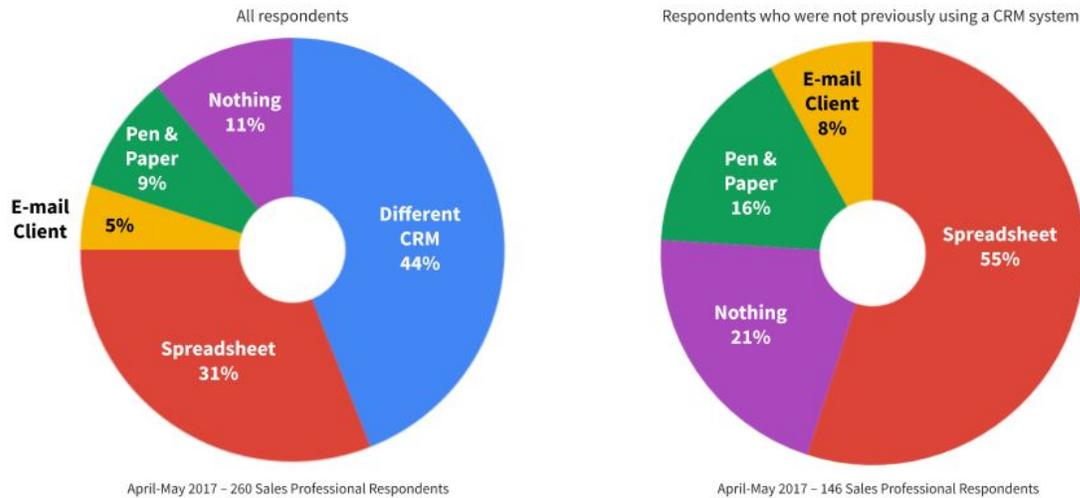
The research underscores that both first-time and existing CRM users look for simplicity and ease of use in CRM software and value features that help them be more productive at prospecting and moving deals to completion. They also seek to minimize the amount of time spent on routine administrative tasks. In other words, the best CRM software for sales professionals is one that works like they do.

Detailed Survey Results Below

Previous Solution	CRM	Spreadsheet	Nothing	Pen/Paper	Email
All Respondents	44%	31%	12%	9%	5%
First-time CRM Users	n/a	55%	21%	16%	8%

Sales professionals previous sales system before choosing a new CRM

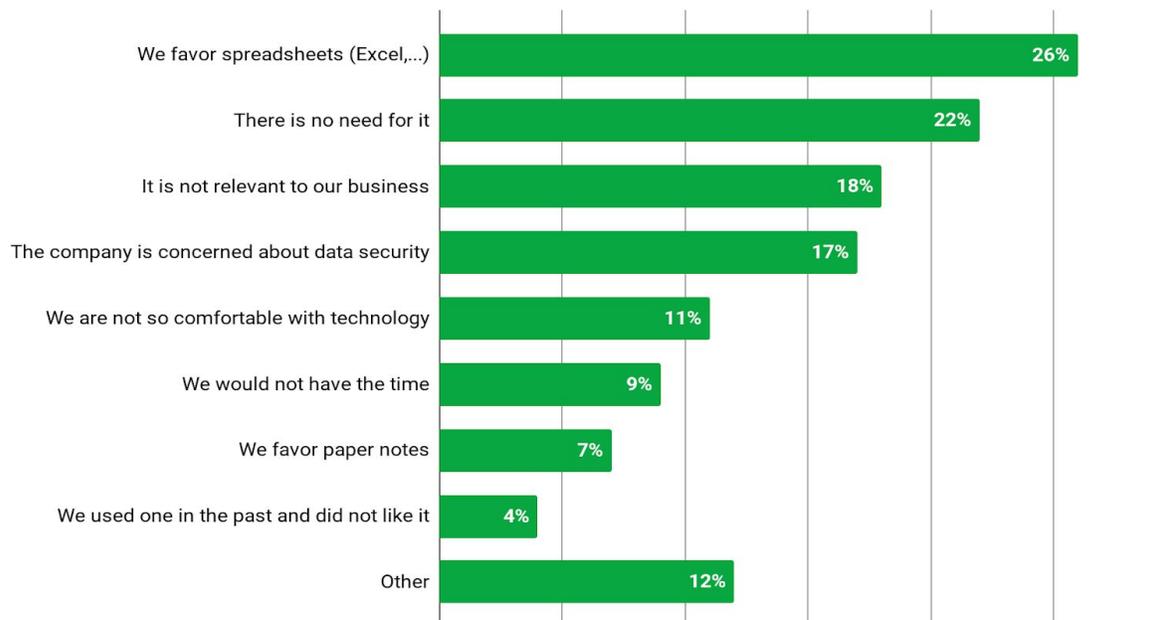
Q: In choosing a new CRM platform, what sales support system were you using?



Source: Pipedrive

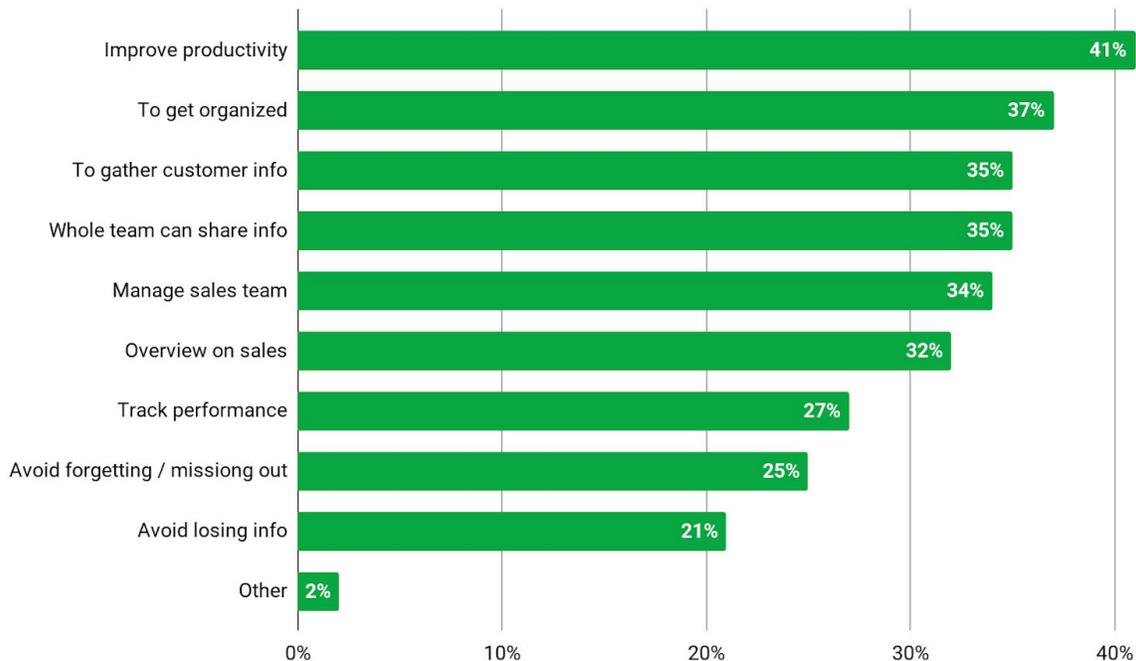
Other quantitative data from a separate survey of 1,636 sales professionals, revealed key barriers to professionals choosing to use CRM software beside cost. The top three reasons are 1) We favor spreadsheets, 2) There is no need for it, and 3) It is not relevant to our business.

Barriers to using CRM software for those without CRM, except cost



In addition, the survey of 1,636 sales professionals revealed the key reasons that sales professionals choose to use a CRM platform. The top three reasons being 1) Improve productivity, 2) To get organized, and 3) To gather customer information. See results below:

Key reasons sales professionals choose to use a CRM platform



About Pipedrive Research

Pipedrive’s research organization continually queries sales professionals for insights on issues and trends facing individual sales representatives and sales managers. The company conducted more than 500 in-depth interviews with sales professionals over a three-year period and has more than 10,000 interactions with individual sales professionals every year. Pipedrive also periodically surveys sales professionals, most recently in a survey of 1,636 sales professionals fielded in October and November 2018. Pipedrive queried 260 professional salespeople in 2017 who had recently switched to a sales CRM. Of those that switched, 146 had not previously used a CRM platform to manage sales.

About Pipedrive Inc.

Founded in 2010, Pipedrive is the first CRM platform developed from the salesperson’s point-of-view. Today, Pipedrive is used by sales teams at more than 85,000 companies worldwide. Pipedrive is the [top-rated CRM](#) and has offices in Lisbon; London; New York; Prague, and Tallinn and Tartu, Estonia. Learn more at [Pipedrive.com](#).

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