

copper

not your uncle's crm.

an infographic on the impact of
crm in the relationship era

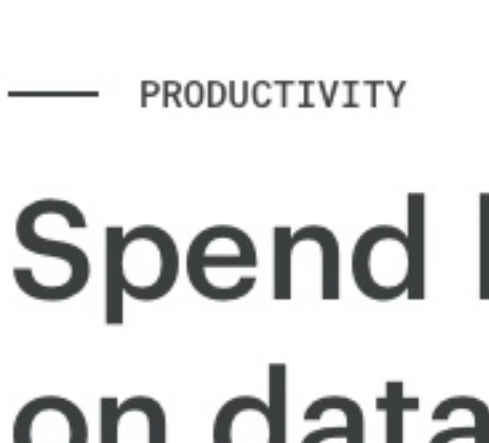
SAMANTHA SOMMATINO, ONBOARDING PROJECT MANAGER



Curious about how CRMs are impacting businesses and teams?

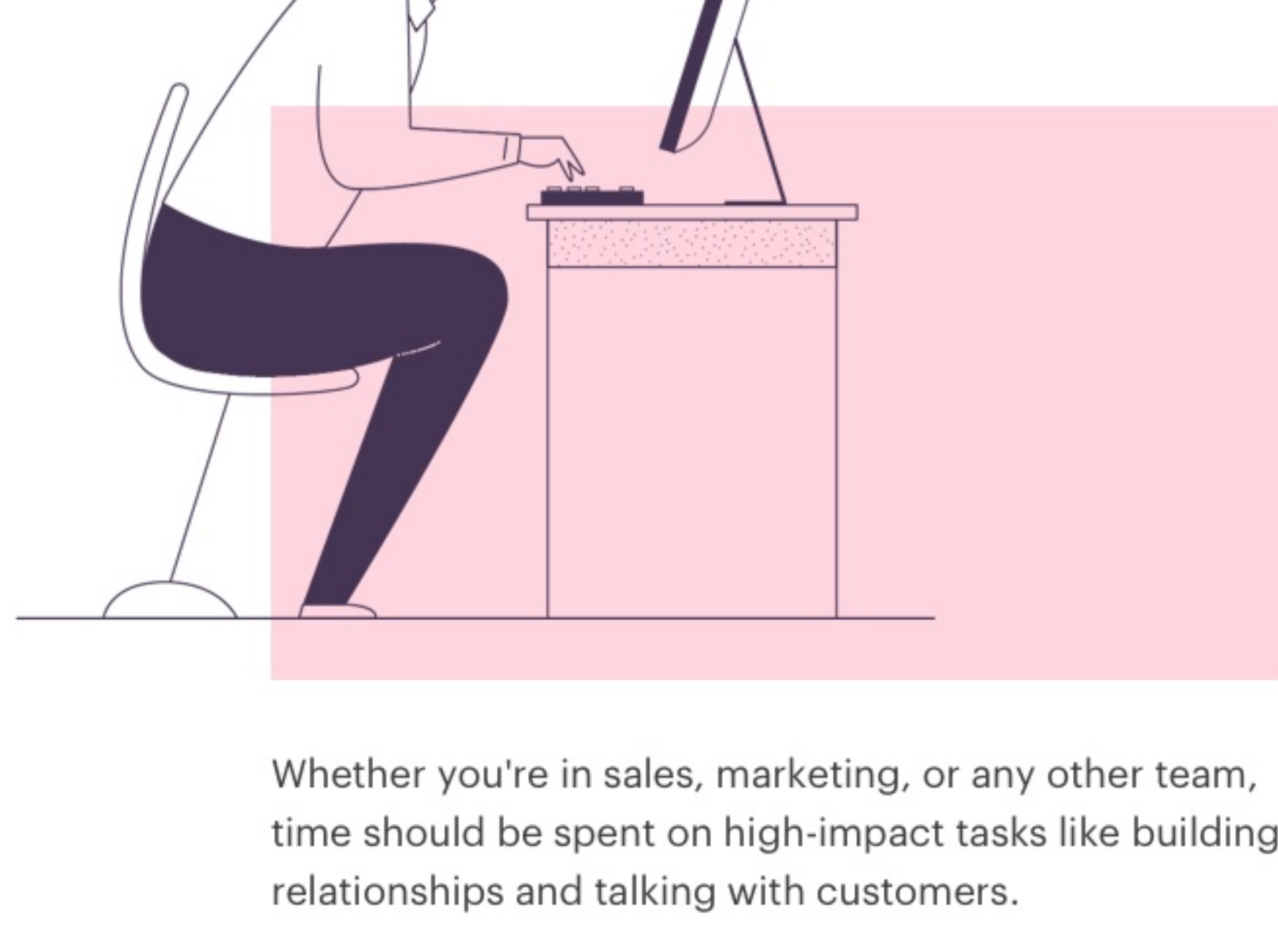
(Yes, even marketing and customer success teams are using CRMs now.)

We crunched the numbers and broke down the diverse ways in which CRMs
are improving collaboration, productivity, and more.



PRODUCTIVITY

**Spend less time
on data and
more time on
relationships.**



Whether you're in sales, marketing, or any other team, time should be spent on high-impact tasks like building relationships and talking with customers.

There are few tasks less valuable (and more time-consuming) than typing out and searching for information.



3 biggest sales time-wasters

ACCORDING TO **TENFOLD**

- Misaligned sales and marketing strategies
- Disorganized lead management
- Cumbersome paper processes and admin tasks

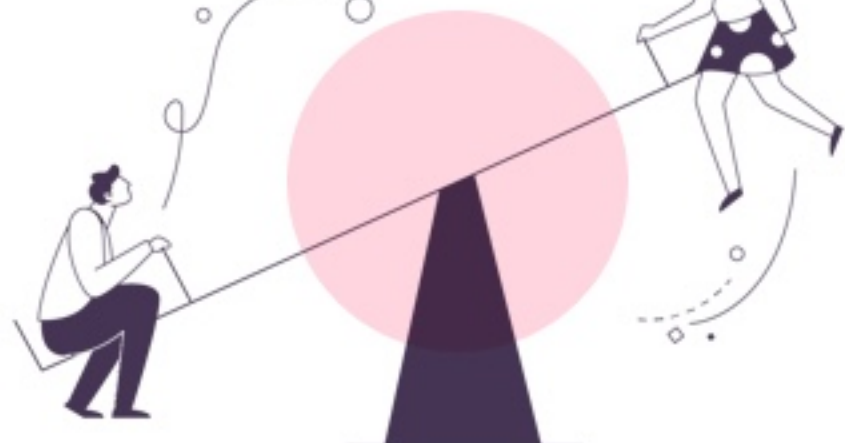
Average time saved on data entry with Copper

When having used CRM previously

14 HOURS
per week per user

When not having used CRM previously

13 HOURS
per week per user



COLLABORATION

Better together.

There are different ways to integrate collaboration into your team's workflow. One (relatively) easy, but underused way is to use a CRM. Even the Harvard Business Review recommends it.

Estimated improvement in team collaboration with Copper

When having used CRM previously

42%

When not having used CRM previously

45%

Did you know?

Research participants who were primed to act collaboratively persisted at their task for 64% longer than people who were primed to work alone. (They also reported being more engaged, less tired, and more successful.)

Source: **Stanford**

20% to 35% of value-added collaborations come from only 3% to 5% of employees.

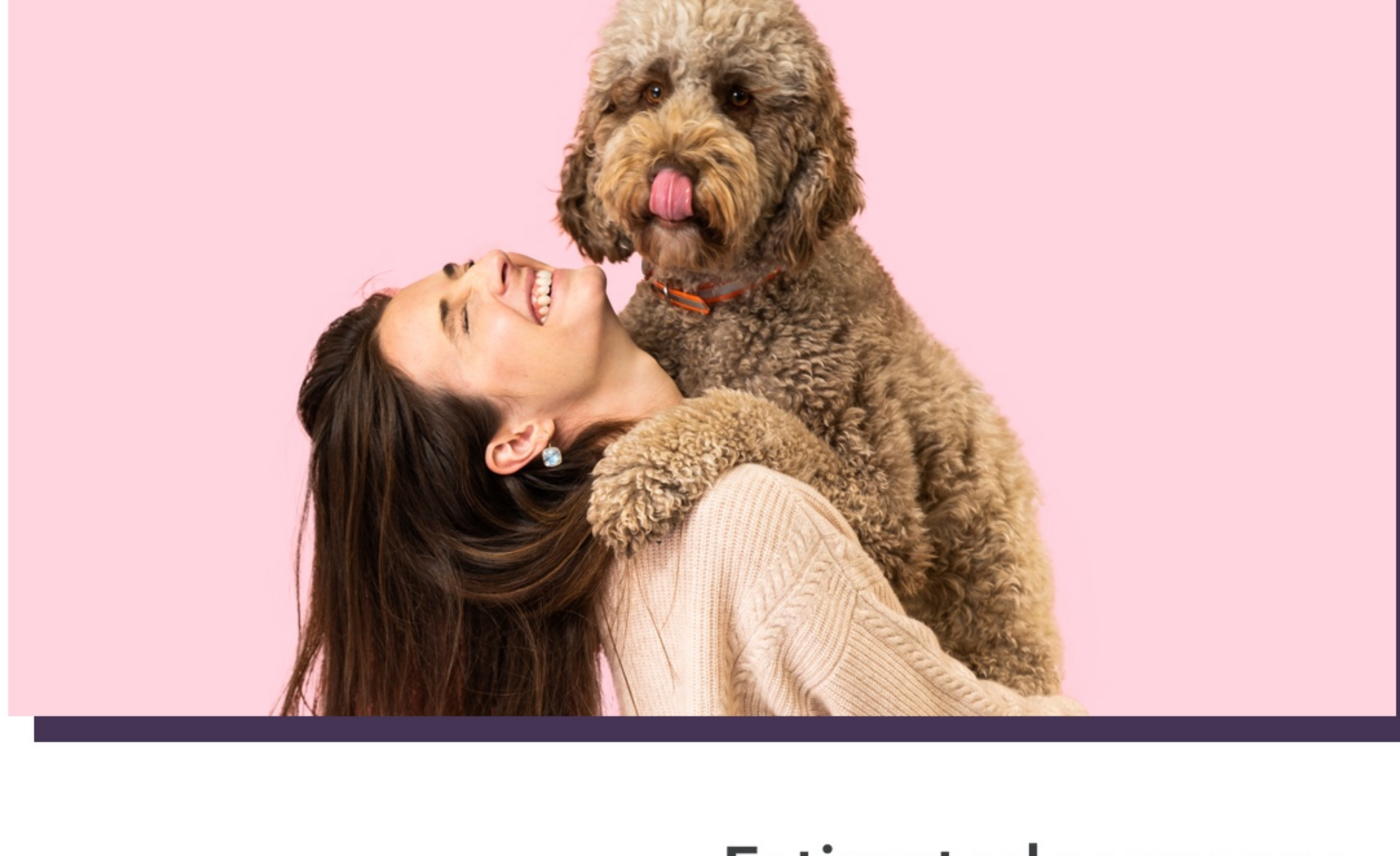
Source: **Harvard Business Review**



RELATIONSHIPS

Treating customers well has its rewards.

Building and nurturing customer relationships are the foundation of any successful business. Not only can this turn customers into fans, treating your customers well can also make it easier for you to pitch future prospects on, well, becoming a customer.



Estimated response time with Copper

Did you know?

Three-quarters of online customers expect help within five minutes.

Source: **McKinsey's 2017 Customer Experience Compendium**

68% of customers said a pleasant representative was key to their recent positive service experiences, and 62% said that a representative's knowledge or resourcefulness was key.

Source: **American Express**



When having used CRM previously

35% FASTER

When not having used CRM previously

37% FASTER



FORECASTING

Sales forecasting:

more accurate than weather forecasting.

Even a small improvement in a sales forecast can have a significant impact on revenue. It's not all guessing games though; having a reliable CRM can give you the numbers and predictive ability to make more accurate forecasts.

Improvement in sales forecasting accuracy with Copper

When having used CRM previously

35% BETTER

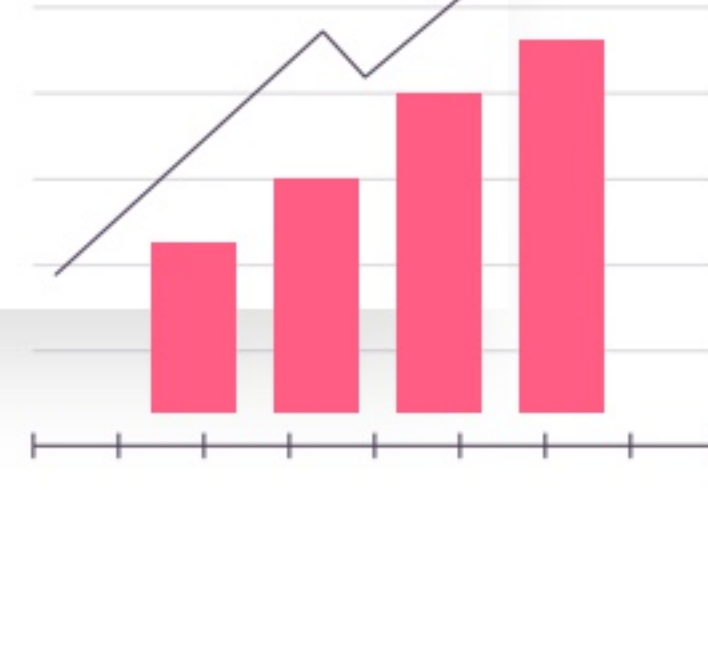
When not having used CRM previously

37% BETTER

Did you know?

On average, companies with effective pipeline management had a 15% higher revenue growth rate than companies that reported having ineffective pipeline management.

Source: **Harvard Business Review**



Better customer relationships start with Copper.

What's not to love? Try Copper today.

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