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During the next three years, 60% of digital commerce analytics investments will be spent on customer journey analytics.



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By 2017, 15% of sales organizations will use crowdsourced benchmarks to design their sales incentive compensation management (ICM) plans.

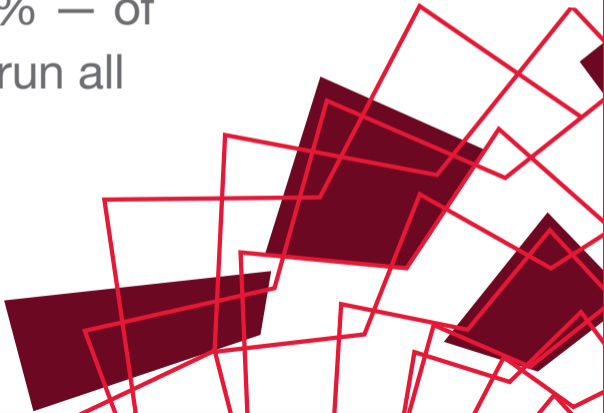


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By 2018, 4% — and by 2020, 10% — of \$1 billion-plus organizations will run all their CRM applications on SaaS.



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By 2018, large organizations in mature markets will shorten the CRM replacement cycle by two years by moving to SaaS.



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By 2018, salesforce.com will have over 15 million end users.

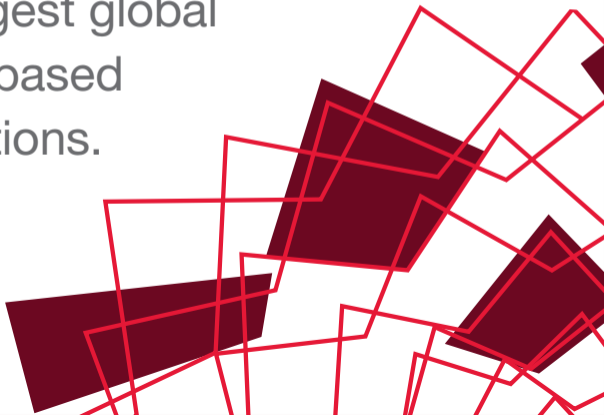


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By 2018, over 100 of the 500 largest global businesses will introduce video-based chat for customer-facing interactions.

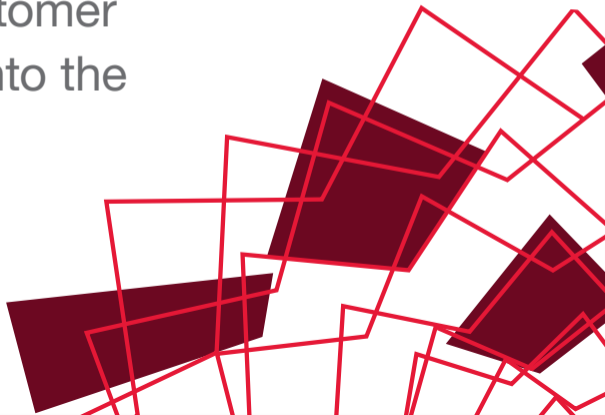


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By 2018, 75% of social-only customer service agents will be blended into the customer service agent pool.



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By 2018, more than 50% of commerce sites will integrate technologies from more than 15 vendors to deliver a digital customer experience.

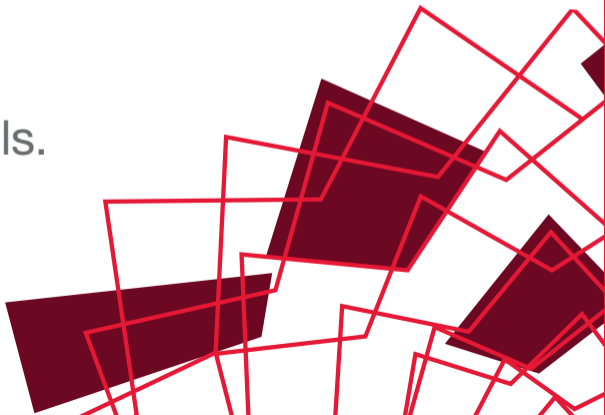


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By 2018, more than 25% of B2B sellers will offer data-driven, usage-based subscription models.

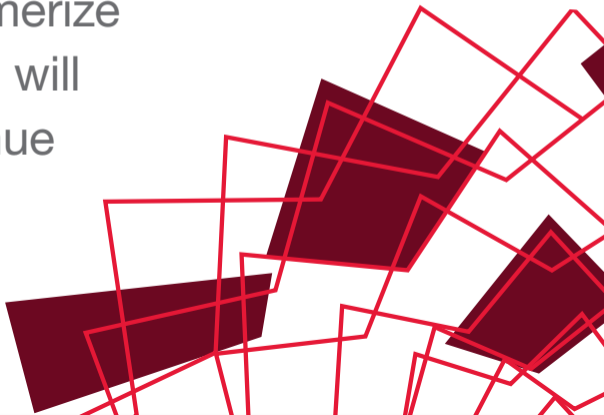


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By 2018, companies that consumerize their B2B digital commerce sites will gain market share and see revenue increase up to 25%.

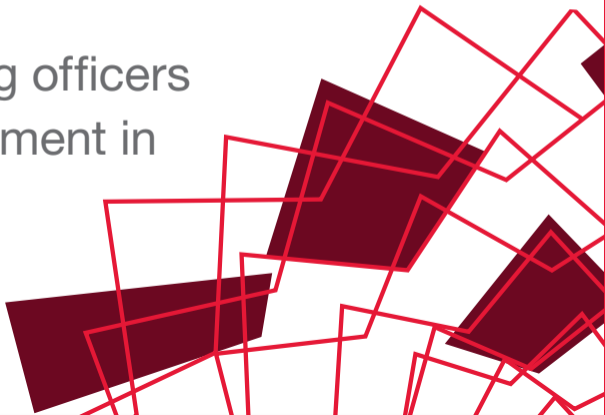


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By 2018, CIOs who build strong relationships with chief marketing officers (CMOs) will drive a 25% improvement in return on marketing technology investment.

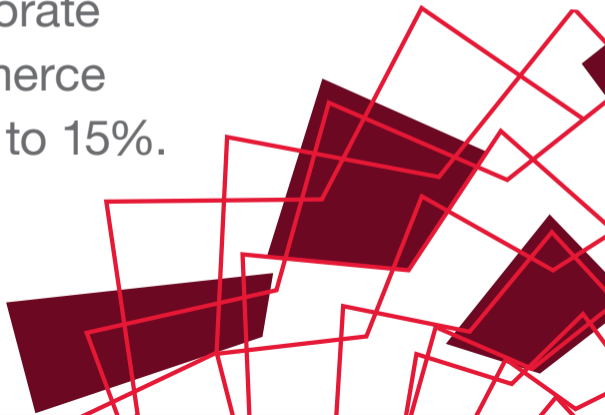


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By 2018, B2B sellers that incorporate personalization into digital commerce will realize revenue increases up to 15%.

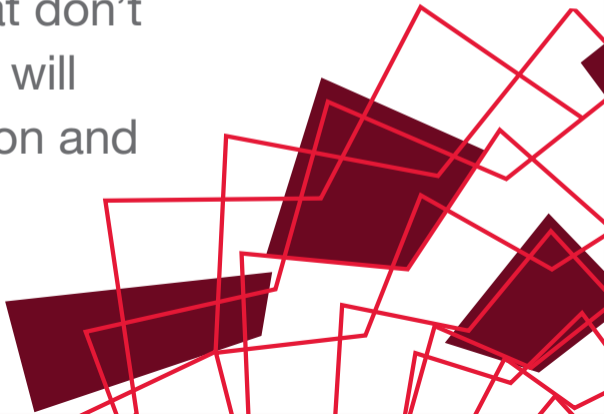


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Through 2018, VoC initiatives that don't share data across the enterprise will compromise customer satisfaction and loyalty measures by 30%.



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By 2017, 50% of B2B selling organizations will invest in predictive analytics solutions for prospect qualification, opportunity automation, forecasting automation and renewal management.

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By 2017, one-third of all customer service interactions will still require the support of a human intermediary

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By 2018, 50% of agent interactions will be influenced by real-time analytics.

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By 2017, 65% of sales organizations will use smartphones to drive user adoption and improve data quality for sales force automation (SFA) systems.

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By 2017, privacy will be the most valued feature in the adoption and use of consumer apps.

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By 2018, over 100 of the 500 largest global businesses will introduce video-based chat for customer-facing interactions

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By 2018, 5% of customer service cases will be initiated by Internet-connected devices, up from 0.02% in 2014

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