

TOP 5 Issues Plaguing the CRM Landscape in 2024

The CRM management space is no stranger to change. Rising technologies like AI, developing privacy regulations, and evolving expectations constantly swirl around admins' heads each year.

To better understand the current landscape and carve a path of success, we surveyed over 600 global CRM users and stakeholders for our highly anticipated *State of CRM Data Management in 2024 report*.

In a hurry?

We compiled the top five issues plaguing the CRM landscape in 2024 into a quick infographic to help you identify the issues you may be dealing with and prepare to fight back.

We're happy to share this overview because we know...

I Admins are under mounting pressure.

The rise of hyper-personalized sales and marketing campaigns has been positive for reaching the right customers at the right time. However, **76 percent** of admins said the approach led to their data increasing in volume and complexity. That's a serious amount of pressure!

Admins are always looking for new technologies to help streamline their processes to ease stress and keep up with the demands of their organizations.

But unfortunately...



II Data quality is a major roadblock to success with AI.

2024 brought a flurry of excitement around AI's possibilities. But beneath this initial enthusiasm lies a harsh reality. **Sixty-seven percent** of CRM users worry that their data isn't ready for AI and machine learning applications.

With low-quality data, your AI will spit out inaccurate, low-quality outputs, slowing your productivity rather than optimizing it.

CRM users need to commit to a strong level of data quality to get the most out of AI, but as the data management landscape evolves...



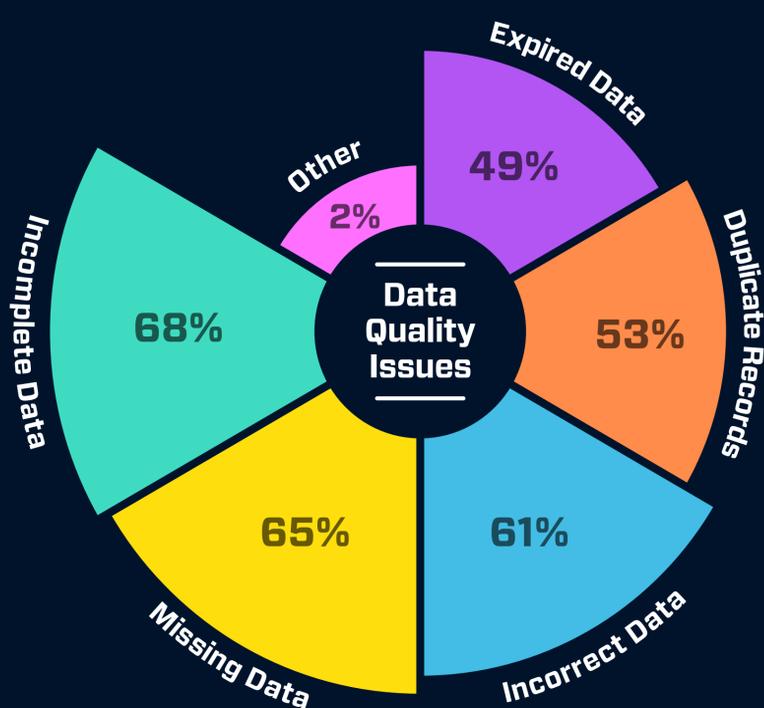
III Data quality has become a pain to maintain.

Maintaining data quality is essential to creating the personalized sales and marketing campaigns that customers have grown to expect. Unfortunately for admins, this is only getting harder due to technological advances, privacy legislation, and more.

Of the 600+ CRM users surveyed, **40 percent** admitted their company is struggling with CRM data quality issues like incomplete data, missing data, incorrect data, and more.

This reveals data quality standards are too low to keep up with personalization demands, resulting in major business losses.

It's a scary fact, but the reality is...



IV Poor data quality is expensive.

Admins understand how low-quality data impacts the business further down the line, but how much impact are we REALLY talking about?

Not to alarm you, but **31 percent** of admins reported that poor-quality data leads to at least **20 percent** annual revenue loss. As revenue-generating teams struggle to hit targets, they can't afford to lose any revenue.

Explaining the importance of data quality to your leadership team can be challenging because...

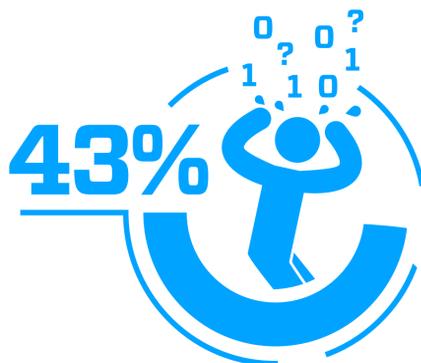
V Company leaders are blind to data quality issues.

With so many things to juggle, company leaders often push data quality to the bottom of the priority list—much to the dismay of admins.

Our study revealed that **43 percent** of CRM admins reported frustration around leadership failing to prioritize data quality.

Leaders at the VP level or above were **69 percent** less likely than average to notice a spike in data decay in the past 12 months.

Revenue loss looming in the background means leaders can't afford to be ignorant.



But what happens now? How do you dig yourself out of this data management spiral?

Our full *State of CRM Data Management in 2024 report* provides an in-depth analysis of these issues and other relatable problems admins face. It also contains the tips and recommendations you need to ace your database this year.

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