

CHEAT SHEET

# WHY MANAGE CUSTOMER DATA?

Customer data is a valuable asset for any business, yet many small business owners struggle to manage customer information effectively.

**44%** SMBS WITH CRM HAVE 44% HIGHER REVENUE, THAN THOSE WITH PAPER OR SPREADSHEET SYSTEMS

Salesforce & Deloitte, 2017

**67%** A REPEAT CUSTOMER SPENDS 67% MORE THAN A NEW CUSTOMER DOES

BIA Kelsey, 2014



## BETTER CUSTOMER INSIGHT

**48%** of consumers expect specialized treatment for being a good customer.<sup>1</sup> Dedicated user profiles with activity streams enable you to know who your customers are, and how they interact with your business, so you can tailor your offering to their needs.

## DRIVE REVENUE

The probability of selling to an existing customer is **60-70%**.<sup>2</sup> With user data to identify valuable customers, you can nurture these relationships to drive revenue through dedicated online (exclusive content) and offline (events) initiatives.

## LESS ADMIN, MORE TIME

**31%** of an SMB's time is spent on marketing, communications and contact management.<sup>3</sup> With an integrated CRM, you can more effectively manage customer data, spend less time on administrative tasks and focus more on your core business.

## STAY IN TOUCH

**74%** of consumers prefer email as the communication method for companies or brands to interact with them.<sup>4</sup> With a rich CRM database, you can effectively reach and engage potential and existing customers through email campaigns/newsletters.

1) Accenture, 2017 2) Marketing Metrics: The Definitive Guide to Measuring Marketing Performance, 2010

3) Local Search Association, 2017 4) SendGrid, 2017