

## Salesforce.com Customer Relationship Survey Results

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Salesforce.com conducted its on-line Relationship Survey in December 2008, using CustomerSat by MarketTools Inc. The Relationship survey assesses various aspects of the relationship between salesforce.com and its customers, including customer loyalty, customer satisfaction, and return on investment achieved.

A total of 3,254 responses to the survey were received. A sample of this size is considered accurate at the 95 percent confidence level, +/- 1.7 percent margin of error. The respondents were randomly selected and represented organizations across the globe, of all sizes and from a diverse set of over 20 industries.

### Salesforce.com Customers are Extremely Loyal

The survey found that 94 percent of customers indicate they definitely or probably will continue to use Salesforce CRM in the future, and 92 percent of customers indicate they definitely or probably will recommend Salesforce CRM to others. In fact, 77 percent of those surveyed have actually recommended Salesforce CRM to a colleague.

### Salesforce CRM Yields Strong ROI for its Customers

The survey found that business executives involved in the CRM purchase decision are achieving their business objectives with Salesforce CRM (based on responses received from 715 business executives<sup>1</sup>).

The survey found that:

- 91% Improved customer data quality and data management
- 90% Improved sales pipeline visibility
- 85% Improved customer service and support
- 79% Increased customer satisfaction
- 78% Reduced sales, service, marketing, or other operational costs
- 74% Acquired new customers
- 72% Increased marketing campaign effectiveness
- 72% Enhanced cross-sell and up-sell opportunities
- 69% Increased customer retention
- 66% Increased sales revenue

When executives<sup>2</sup> were asked about percentage improvements in key “customer success metrics”, the survey found these average improvement achievements:

- 52% Increase in lead volume
- 36% Increase in service and support productivity
- 34% Increase in sales revenues

- 33% Increase in sales productivity
- 33% Increase in lead conversion
- 30% Increase in customer retention
- 27% Increase in win rate
- 25% Increase in customer satisfaction
- 23% Decrease in service and support costs

In fact, business executives report achieving an average return on investment (percentage of return for the money invested) of 65% within 10 ½ months of implementing Salesforce CRM<sup>3</sup>.

### Key Drivers of Satisfaction

*Reliability* is the number one driver of satisfaction. The remaining top 10 drivers of satisfaction with Salesforce CRM are: consistency and readability of the user interface; ease of use; breadth of CRM features; performance/speed; depth of CRM features; ease of learning; ease of training new users; and ease of system administration.

CustomerSat, A MarketTools Company, founded in 1997, is the leading provider of realtime enterprise feedback management systems. With solutions designed to capture data from a variety of “touch points,” CustomerSat helps clients pinpoint actions and prioritize efforts to help optimize business performance and provides executives across the management enterprise with customized reports and analytics.

Having worked with salesforce.com since 2001, other CustomerSat clients include: ADT, AT&T, Ariba, Business Objects, Siemens, Honeywell, SimplexGrinnell, and Wells Fargo.

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<sup>1</sup> Respondents were business executives/sponsors involved in the CRM purchase decision, from all size companies worldwide, randomly selected. Sample size for data quality = 715, sales pipeline visibility = 687, customer service/support = 494, customer satisfaction = 339, cost reduction = 371, acquire new customers = 462, mkt. campaigns = 428, up sell/cross sell = 292, customer retention = 368, and sales revs. = 530.

<sup>2</sup> Respondents were business executives/sponsors involved in the CRM purchase decision, from all size companies worldwide, randomly selected. Sample size for lead volume = 177, increase in service/support productivity = 199, increase in sales revs. = 208, increase in sales productivity = 263, increase in lead conversion = 172, Increase in customer retention = 150, increase in win rate = 166, increase in customer satisfaction = 174, and decrease in service and support costs = 144.

<sup>3</sup> Respondents were business executives/sponsors involved in the CRM purchase decision, from all size companies worldwide, randomly selected. Sample size for ROI = 124 and months to achieve ROI = 228.