

## Salesforce.com Customer Relationship Survey Results

---

November 2012

Salesforce.com (NYSE: CRM), the enterprise cloud computing company, has released the results of its biannual customer satisfaction survey of more than 5,000 global customers conducted by independent research firm 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 5,035 responses to the survey were received from English, French, German, Japanese, and English UK speaking customers worldwide. A sample of this size is considered accurate at the 95 percent confidence level, +/- 1.38% margin of error. Response sizes per question vary. The respondents were randomly selected and represented organizations across the globe, of all sizes and from a diverse set of 20 industries.

### Salesforce.com Customers are Extremely Loyal

The survey found that 95 percent of customers indicate they definitely or probably will continue to use Salesforce in the future, and 88 percent of customers indicate they definitely or probably will recommend Salesforce to others. In fact, 71 percent of those surveyed have actually recommended Salesforce to a colleague.

### Executives Achieve Their Business Objectives with Salesforce

The survey found that business executives involved in the CRM purchase decision are achieving their business objectives with Salesforce (based on responses received from 2,735 business executives<sup>1</sup>).

The survey found that:

- 86% improved data quality and data management
- 85% improved sales pipeline visibility
- 83% standardized business processes
- 79% improved customer service/support
- 70% increased customer satisfaction
- 70% improved forecasting accuracy
- 65% acquired new customers
- 65% increased marketing campaign effectiveness
- 64% reduced sales, service, marketing, or other operational costs
- 63% increased customer retention
- 59% enhanced cross-sell and up-sell opportunities
- 55% increased customer loyalty
- 54% increased sales revenues

When executives<sup>2</sup> were asked about percentage improvements in performance metrics, the survey found these average improvement achievements:

### Average Sales Metrics Achieved

- 44% increase in forecast accuracy
- 33% faster new sales rep ramp up time
- 32% increase in sales productivity
- 31% increase in sales' understanding of customers from social channels
- 29% decrease in sales cycle time
- 29% increase in sales productivity from Salesforce Mobile
- 28% increase in number of deals
- 28% increase in deal size
- 27% increase in sales revenues
- 25% increase in win rate
- 24% increase in sales cross sell/up sell revenue

### **Average Analytics/Reporting Metrics Achieved**

- 56% reduction in report generation time
- 56% improvement in ability to get information about your business

### **Average Marketing Metrics Achieved**

- 38% increase in lead volume
- 37% increase in marketing campaign effectiveness
- 32% increase in lead conversion rate
- 30% increase in leads from social sources

### **Average Service and Support Metrics Achieved**

- 37% increase in first call (or contact) resolution
- 37% faster case resolution time
- 36% increase in agent productivity
- 36% increase in publishing solutions to the knowledge base
- 36% decrease in service/support costs
- 35% increase in understanding of customer service issues from social channels
- 34% increase in customer satisfaction
- 31% increase in call deflection (via self-service)
- 31% reduction in new agent onboarding/ramp-up time
- 28% increase in customer retention
- 21% increase in agent cross sell/up sell revenue

### **Average Collaboration Metrics Achieved**

- 39% improvement in finding information and expertise quickly
- 34% increase in employee satisfaction
- 34% increase in employee engagement
- 33% improvement in employee productivity
- 31% increase in employee connections
- 29% increase in innovation/idea generation
- 26% reduction in email usage
- 25% reduction in meetings

### **Average Content Management Metrics Achieved**

- 41% improvement in time to find the right sales asset
- 41% improvement in ability to get the right information to customers/prospects

### **Average Partner/Channel Management Metrics Achieved**

- 35% increase in number of partners registered
- 35% increase in collaboration with partners
- 33% decrease in new partner onboarding time
- 29% increase in partner deal registration
- 29% increase in partner deal win rate

### **Average IT Metrics Achieved**

- 56% faster deployment
- 52% faster configuration
- 49% faster design
- 47% faster system testing
- 45% faster integration
- 43% increase in coding productivity
- 43% decrease in IT costs (e.g., support/admin, development, integration, infrastructure mgt, user training, upgrades)

In fact, business executives report achieving an average return on investment (percentage of return for the money invested) of 70%. Executives report achieving ROI in 18 months of implementing Salesforce.

### **Key Drivers of Satisfaction**

*Reliability* is the number one driver of satisfaction. The remaining top 9 drivers of satisfaction with Salesforce are: security, user interface consistency, user interface readability, performance/speed, ease of managing users, breadth of CRM features, ease of use, force.com (i.e. our platform for building and customizing on-demand business apps), and depth of CRM features.

## About Confirmat

Confirmat helps businesses operationalize feedback to drive change throughout their organizations using the world's most secure, reliable and scalable solutions for Voice of the Customer, Employee Engagement and Market Research programs.

For more information, please visit [www.confirmat.com](http://www.confirmat.com).

## About Salesforce.com

Founded in 1999, salesforce.com is the enterprise cloud computing leader. Using salesforce.com's social and mobile cloud technologies, companies can connect with customers, partners and employees in entirely new ways. Based on salesforce.com's real-time, multitenant architecture, the company's platform and apps give customers the tools to create a social front office and revolutionize the way they sell, service, market, collaborate, work, and innovate.

- Grow your business with the world's #1 sales app, [Salesforce Sales Cloud](#).
- Deliver amazing customer service with the award-winning [Salesforce Service Cloud](#).
- Listen, engage, advertise, and measure social media marketing with the [Salesforce Marketing Cloud](#).
- Achieve breakthrough collaboration and productivity with [Salesforce Chatter](#).
- Align, motivate and drive performance with [Salesforce Work.com](#).
- Build social and mobile cloud apps on the [Salesforce Platform](#) and extend success with the world's leading enterprise app marketplace, the [AppExchange](#).

Salesforce.com has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM." For more information

please visit <http://salesforce.com>, or call 1-800-NO-SOFTWARE.

<sup>1</sup> Respondents to this question completed our May 2012 survey wave. They were business executives/sponsors/ system administrators involved in the CRM purchase decision, from all size companies worldwide, randomly selected. Sample size for improved sales pipeline visibility = 770, improved data quality and data management = 848, improved customer service/support = 541, increased customer satisfaction = 402, standardized business processes = 556, reduced sales, service, marketing, or other operational costs = 335, increased marketing campaign effectiveness = 487, improved forecasting accuracy = 556, acquired new customers = 498, increased customer retention = 404, enhanced cross-sell and up-sell opportunities = 341, increased sales revenues = 596, and increased customer loyalty = 265.

<sup>2</sup> Respondents to this question completed our May 2012 survey wave. They were business executives/sponsors/ system administrators involved in the CRM purchase decision, from all size companies worldwide, randomly selected. Sample size for decrease in report generation time = 888, increase in forecast accuracy = 385, increase in sales productivity = 462, increase in lead conversion rate = 245, increase in sales rep productivity from using Salesforce Mobile = 230, decrease in sales cycle time = 185, increase in sales revenues = 291, increase in deal size = 127, increase in win rate = 243, increase in # of deals = 239, increase in lead volume = 287, increase in sales understanding of customers from social channels = 117, faster new sales rep ramp-up time = 191, increase in sales up-sell/cross-sell revenue = 166, increase in marketing campaign effectiveness = 405, increase in service and support agent productivity = 264, increase in customer satisfaction = 284, increase in first call (or contact) resolution = 179, reduction in case resolution time = 185, increase in customer retention = 190, increase in call deflection (via self-service) = 63, decrease in service/support costs = 128, reduction in agent training/ramp-up time = 97, increase in agent cross sell/up sell revenue = 91, increase in publishing solutions to the knowledge base = 97, increase in understanding of customer service issues from social channels = 46, improvement in sales and marketing alignment = 370, increase in leads from social sources = 100, improvement in ability to get information about your business = 950, improvement in finding information and expertise quickly = 439, improvement in time to find the right sales asset = 234, improvement in ability to get the right information to customers /prospects = 325, improvement in employee productivity = 457, reduction in email usage = 306, reduction in meetings = 203, increase in employee engagement = 306, increase in employee satisfaction = 291, increase in employee connections = 270, increase in innovation/idea generation = 261, increase in number of partners registered=85, decrease in new partner on-boarding time = 72, increase in partner deal registration = 65, increase in partner deal win rate = 50, increase in coding productivity = 166, faster design = 242, faster integration = 206, faster configuration = 251, faster system testing = 162, faster deployment = 236, and decrease in IT costs (e.g., support/admin, development, integration, infrastructure management, user training, upgrades) = 181. Average ROI= 209. Time to achieve ROI= 293.

Note: Intended as a guideline based upon historical results from a sample set of customers. Results are dependent upon many different factors that are customer-specific. Therefore, actual results will vary.