

Salesforce Adoption Rates

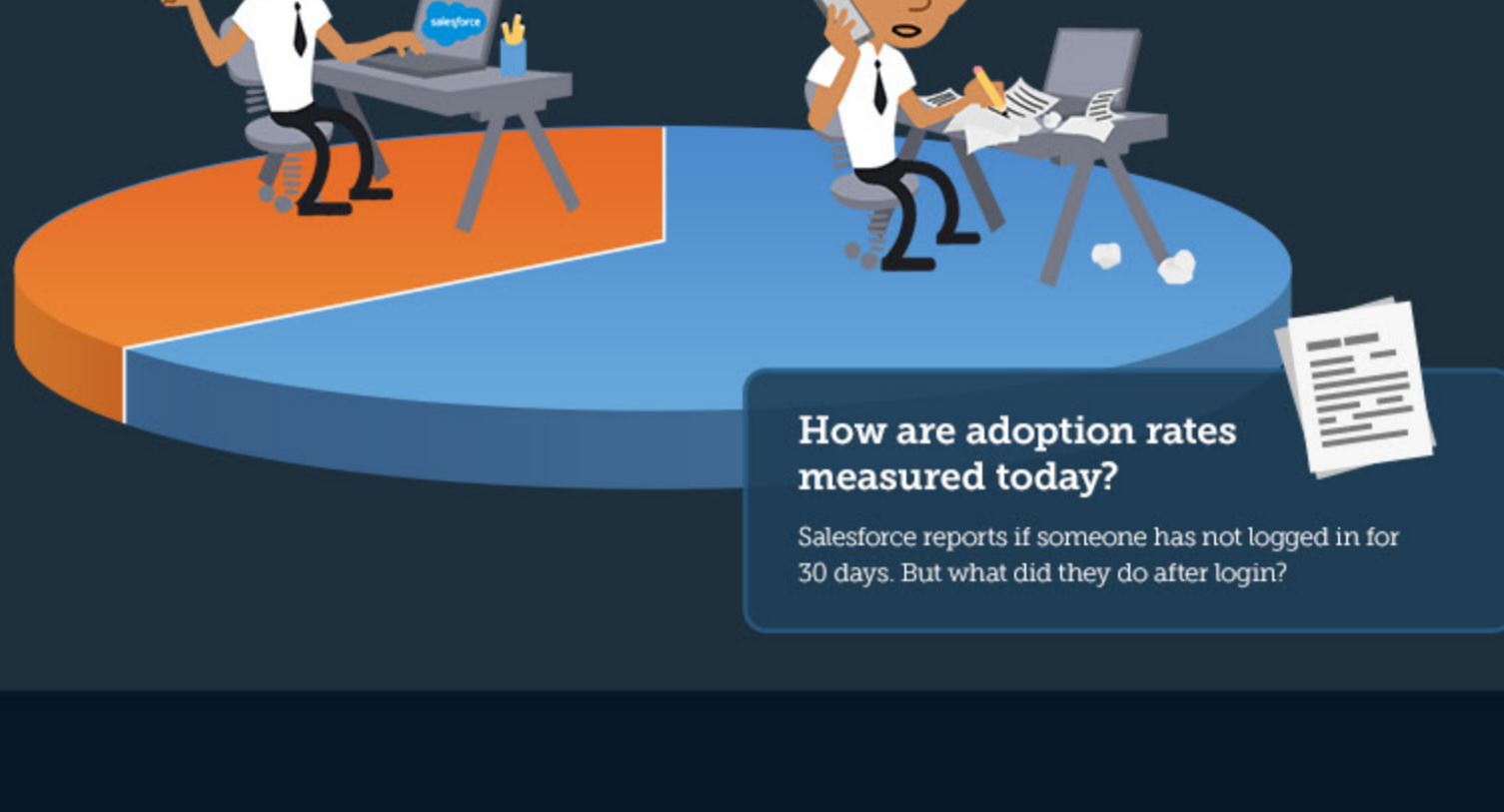
The Reality of CRM Adoption

✓ **37%**

of sales reps **use CRM properly** according to process.

✗ **63%**

of sales reps **aren't using CRM** according to process



How are adoption rates measured today?

Salesforce reports if someone has not logged in for 30 days. But what did they do after login?

Type of Problematic Users

Erratic Updaters

Individuals who log in irregularly, updating infrequently or incompletely, making the business data inaccurate.

Login Fakers

Individuals who login only to avoid being placed on a "not logged in" report but, in actuality, are not using the system properly.

Process Breakers

Individuals who use CRM selectively, along with other apps and tools outside the system, disrupting business process and programmatic triggers.

Stale Data

Data entered is not accurate or updated. The data in the system does not accurately reflect the reality of the business or situation.

Messy Processes

Processes are disrupted, making it difficult for others to do their jobs efficiently, and making some tasks impossible to measure.

Misinformed Decisions and Sub-Optimal Performance

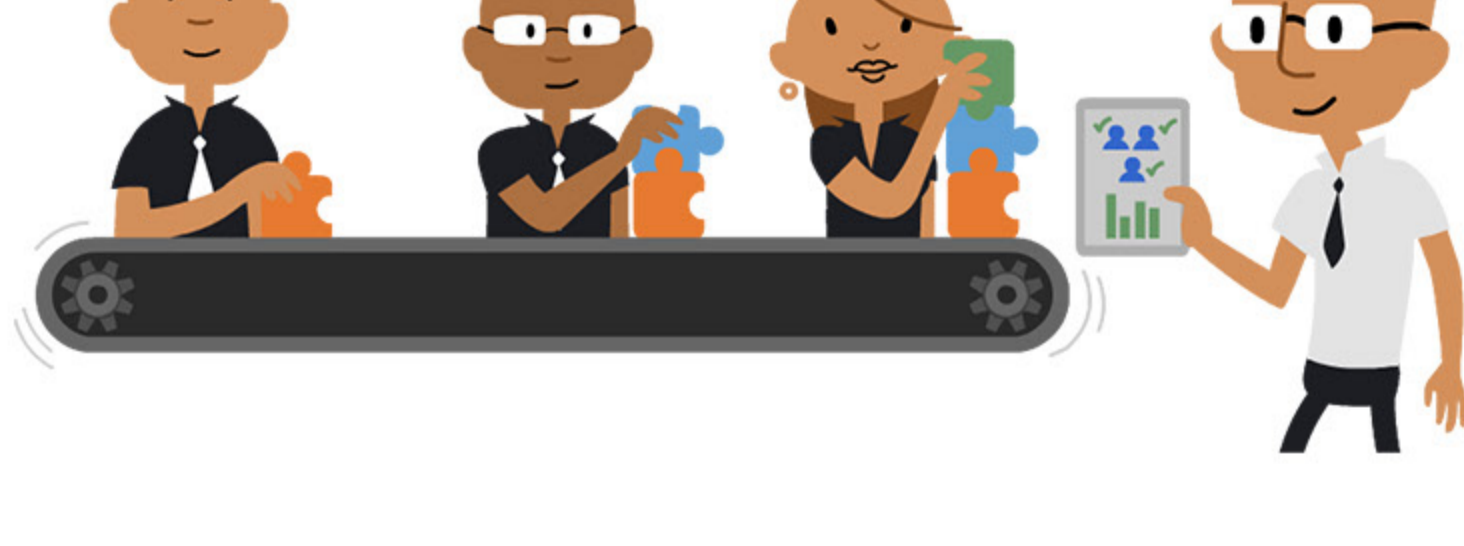
Business decisions are made based on unreliable data due to a stale or inaccurate data repository created by broken processes. Inter-departmental workflow is disrupted.



The Applango Solution

Deep Insight About How Users Are Actually Using the CRM

Know precisely who is using the system, at what frequency, and to what degree they are following company business processes. Offer additional training to problem users to significantly increase adoption rates.



Track and Understand

- Accurate usage information
- Change management
- Compliance with business processes
- Salesforce adoption rates

Applango is a cloud-based solution, making it seamless and easy to install in any organization.

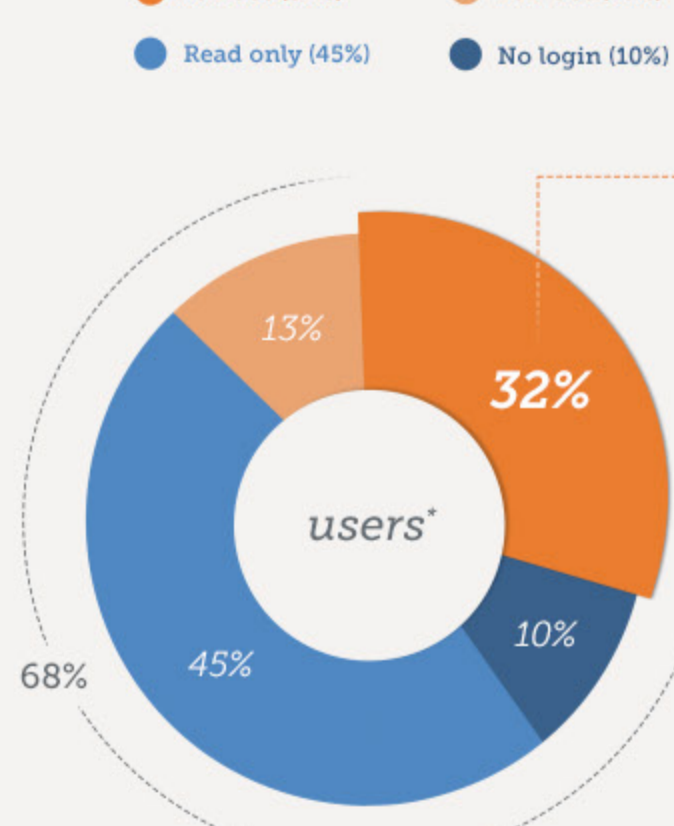
CRM Adoption Insights by Applango

Applango Case Study 1

Which users are not using the system properly?

68% of users are not using the system's full functionality, as intended.

- Full use (32%)
- Low use (13%)
- Read only (45%)
- No login (10%)

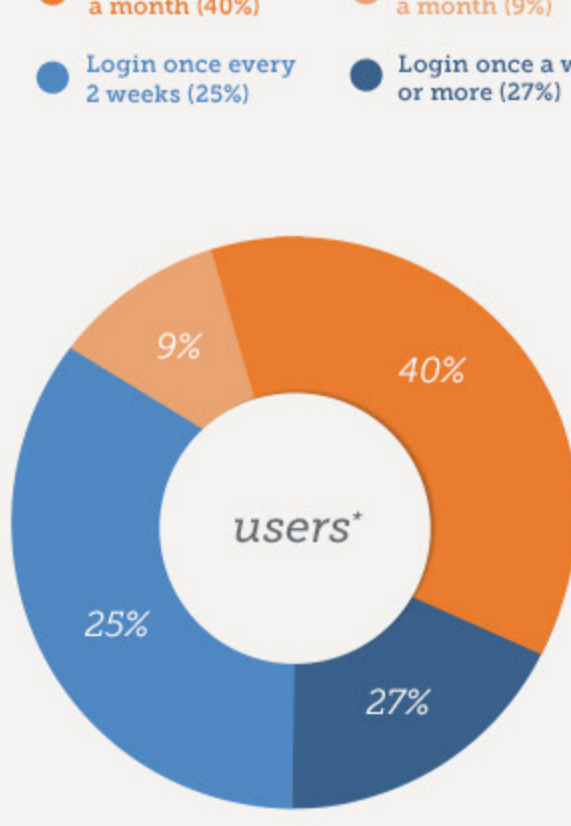


Applango Case Study 2

Who is gaming the system?

Almost half of users do not login frequently.

- Less than once a month (40%)
- Login only once a month (9%)
- Login once every 2 weeks (25%)
- Login once a week or more (27%)



Applango allows you to drill down to see the actual user names!
David Ray Sarah John

*Actual data extracted from Applango customers with SFDC license

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Learn More about How Users Are Using Your CRM

In just 14 days, you'll know how your company's sales reps are using your CRM system with our usage analysis report.

Find out what your users are doing NOW!
With Our No Obligation No Fee 30 Day Usage Analysis Report

- 30 day usage analysis
- Free expert consultation
- Benchmark adoption

More details?
Have a question?
Contact us.



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