cloudextend
by celigo

Driving CRM Adoption

Using a customer relationship management (CRM) system can transform your organization with a single source of truth for customer information and relationships. But not only do you need to find the right CRM for your needs and budget, you also need to get your employees to use it.

32% of sales reps spend +1 hour on manual data input without a CRM

+245% ROI provided by CRM software systems

40% of sales reps rely on Excel and email to store client info

<50% of sales pros use their CRM on a daily basis

Roadblocks to Adoption

Lack of Training

Fear of Accountability

Resistance to Change

Following the Technology Adoption Curve

The technology adoption curve can help you understand the various types of employees and how they will react to adopting, accepting, and finally using the new CRM solution your business has chosen to add.

Innovators
Motivated to learn, consider themselves tech enthusiasts, and love trying new things.

Early Adopters
Love being the first in the know, but prefer not to jump in until they've researched and validated the tech.

Early Majority
Tend to push for the "why" behind any change and need evidence on the tech.

Each of these five types has specific characteristics that influence how they learn and how easily they will adopt your new CRM. Understanding each one can help you minimize resistance and help employees understand and accept the benefits of new technology.

Dig deeper into the segments of the technology adoption curve and how you can leverage this understanding to construct your CRM adoption process. Download our free ebook, *Understanding and Overcoming the Barriers to CRM Adoption*.

Late Majority
Not influenced by technology trends and wait to hear from others on the experience first before adopting.

Laggards
Stubborn to change, trending toward doubt and frustration with technology.

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