

# The State of CRM Data Management in 2025

When mismanaged, CRM data turns from a  
valuable currency to a major liability.

# Table of Contents

1. Introduction

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2. Organizations are betting on bad data

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3. What causes data quality issues?

---

4. What's the impact of bad data?

---

5. What are organizations doing about it? (Or *not* doing?)

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6. AI is raising the stakes for data quality

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7. The disconnect between leaders and frontline data users

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8. Conclusion

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# Introduction

**Customer relationship management (CRM) systems were built to bring order to chaos. But in 2025, that chaos is evolving.**

AI is redefining what's possible. Tech stacks are expanding. Consumers are growing more sensitive about how their personal data is collected and stored—while expecting more personalization than ever before. Plus, organizations are under mounting pressure to move faster and connect more deeply with customers.

In this environment, CRMs (and the data housed within) have never been more important—or more vulnerable.

proof CRM data for what's next.

This global study shares insights from 602 CRM users and administrators across the United States, United Kingdom, and Australia.

The findings reveal trends, hard truths, and a roadmap for smarter, more sustainable data management.

Let's dive in.

*The State of CRM Data Management in 2025* explores how organizations are adapting to today's data challenges, where strategies are falling short, and what it'll take to future-



# Key findings:

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**37%**

reported that staff fabricate data to appease decision-makers.



**37%**

of CRM users said their company loses revenue as a direct consequence of poor data quality.



**45%**

said their company's CRM data isn't prepared for AI.



**76%**

said less than half of their organization's CRM data is accurate and complete.



**29%**

of respondents at VP-level or above feel pressure to use AI as a replacement for hiring.

# Organizations are betting on bad data.

Data is the backbone of modern business—but in CRM systems, it can be a force for growth or a source of friction.



## The good news? Most CRM users recognize the value of their data.

Ninety percent of respondents went as far as to call data the cornerstone of their company's operations.

However, just because companies value data doesn't mean they're managing it well. An overwhelming 76 percent of respondents said *less than half of their organization's CRM data is accurate and complete*.

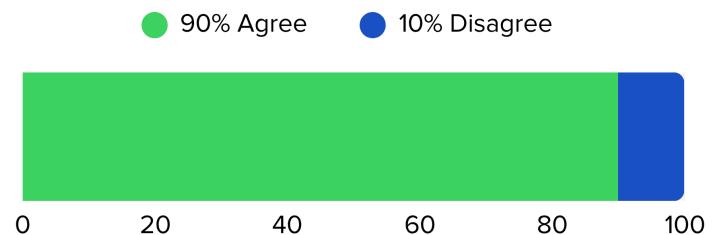
Now for the real kicker: In the same survey, only 32 percent said their company has a data quality problem. (Data confidence is even shakier in the United Kingdom, where professionals were 33 percent more likely to question the integrity of their data.)

Amid the confusion, one thing is clear: There's a major disconnect between data perception and reality. Most CRM users admit their data is a mess—yet they still claim data quality isn't a problem.

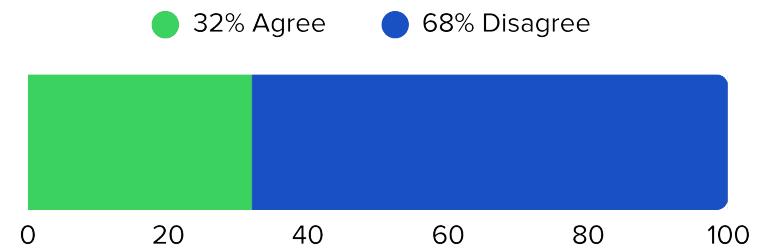
One possible explanation for the gap? Industry analysts suggest we're entering an era of "[good enough](#)" data—in which organizations

settle for data that's functional rather than flawless. This approach is a ticking time bomb: What feels "good enough" today could explode into bigger problems tomorrow, especially as AI tools magnify data issues.

## CRM data serves as the cornerstone of my company's operations:

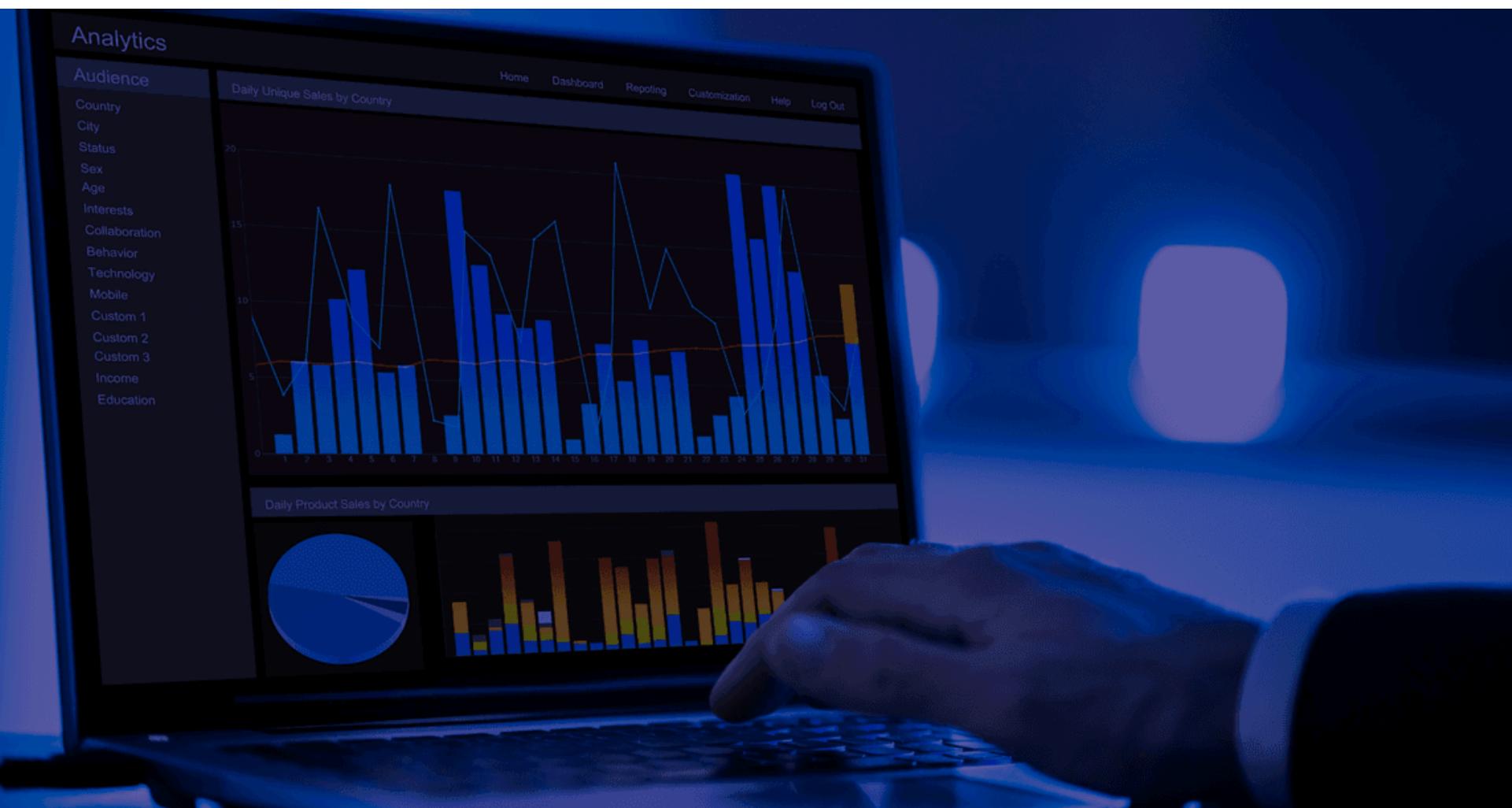


## My company struggles with CRM data quality issues:



# What causes data quality issues?

**While most CRM users agree high-quality data is critical to business success, many organizations are still grappling with the root causes of poor data quality—and these issues often start at the foundation.**



## Here are a few key drivers of data dysfunction:

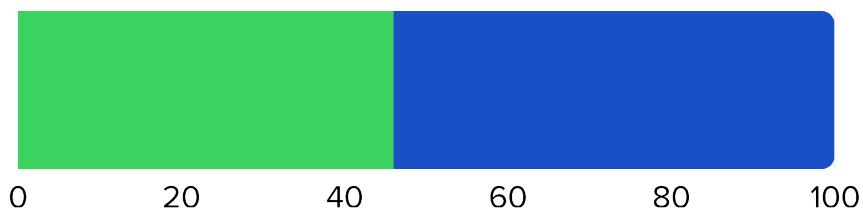
### Lack of ownership and governance

More than one-third of respondents (34 percent) said they don't know who's responsible for ensuring CRM data accuracy and completeness at their company. This uncertainty is even more common among individual contributors, who were 35 percent more likely than average to report a lack of clarity around data ownership.

### My company does not have a full-time employee dedicated to ensuring CRM data quality

● 46% Agree

● 54% Disagree



### Data silos

#### What's driving data silos?

- 50 percent of respondents cited legacy systems that are difficult to integrate
- 44 percent blamed incompatible systems and tools that don't communicate effectively

If no one knows who owns the data, it's no surprise that formal governance is also lacking—just 20 percent of respondents said their organizations have formal data governance policies. Larger enterprises lead the pack here—those at companies with over \$10 billion in annual revenue were 16 percent more likely than average to report having established policies.

Forty-five percent of respondents said their organization struggles with siloed data, making it difficult to maintain consistency and visibility across teams. Individual contributors were 11 percent more likely than average to report this issue—suggesting that those on the frontlines of CRM usage feel the impact most.



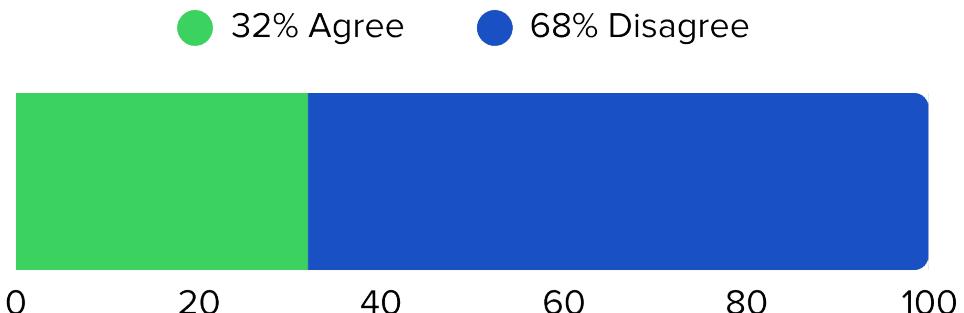
## Measurement blind spots

A simple, yet major reason for data struggles is that businesses don't know how to measure data quality. One in every three respondents said they feel unsure how to assess the quality of their CRM data. Without clear metrics or standards in place, it's nearly impossible to

identify issues, track progress, or prove the value of data quality initiatives.

Together, these issues paint a clear picture: Without defined ownership, modern systems, and aligned tools, even the best intentions around data quality unravel.

## I feel unsure how to assess my CRM data quality



# What's the impact of bad data?

Since CRM systems sit at the heart of most business operations, it's no surprise that poor data quality has consequences—and we're talking *big* ones. What starts as a few duplicate records or outdated entries can quickly snowball into a long tail of inefficiencies that drags down company performance.



## The connection between data quality and revenue is undeniable.

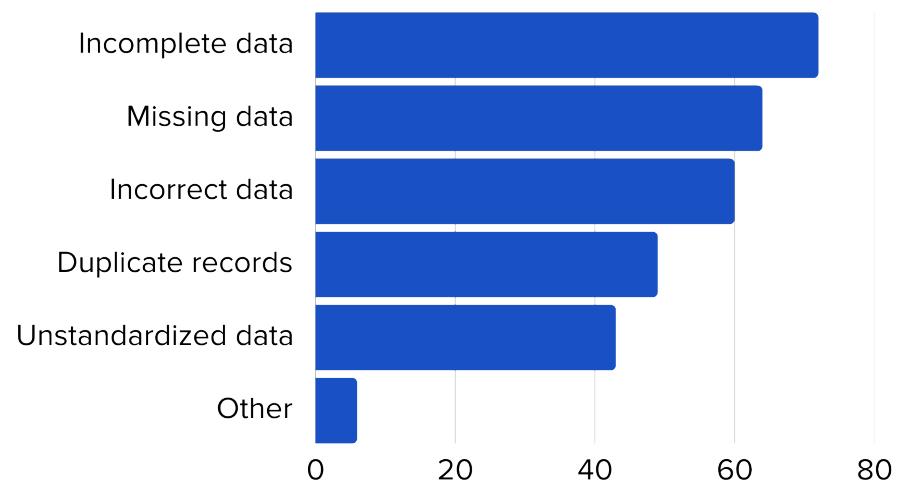
One in four respondents said poor data quality costs their company at least 20 percent of its annual revenue.

How does this happen? When CRM records are incomplete, outdated, or just plain wrong, sales and marketing teams are left flying blind. They can't target the right customers, personalize messaging, or build trust.

The result? Missed opportunities, wasted budget, and a major hit to the bottom line.

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You said you struggle with CRM data quality issues. Which of the following data quality issues do you face? Select all that apply.



# What are organizations doing about it? (Or *not* doing?)

Faced with growing data quality concerns, organizations are trying a variety of tactics to clean their CRMs—but many still rely on short-term fixes instead of long-term solutions. Here are a few themes we uncovered.



## Hiring a dedicated data quality owner? not likely.

Of the organizations who said they didn't have an employee responsible for CRM data quality, only 18 percent plan to hire one in the next year. That marks a 56 percent decrease from our 2024 findings—suggesting a growing reluctance to invest in talent to solve data problems.

## Manual data cleaning is still the go-to move.

Over half of respondents said their organization relies on manual data cleaning efforts to improve CRM quality—an eight percent increase from last year. While this hands-on approach can yield quick wins, it's time-consuming, error-prone, and difficult to scale across large, complex data environments.

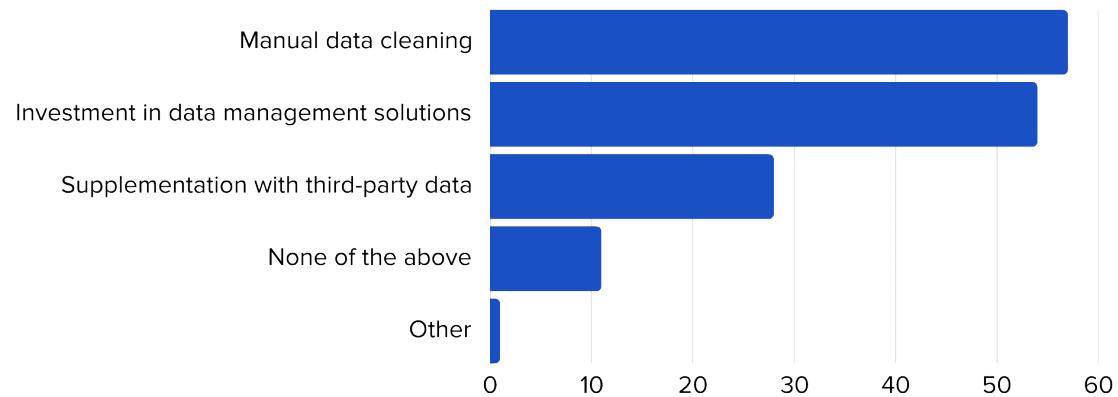
## Third-party data supplementation has (finally) declined.

Just 28 percent of organizations said they're enriching CRM data with third-party sources—a 20 percent decrease from 2024's report. This method, while helpful for filling in missing information or validating records, has risks. Third-party data can introduce new inaccuracies, erode

and create compliance risks (especially in regions with established data privacy laws like [GDPR](#)). Without proper governance, validation, and transparency, data supplementation can end up compounding the very problems it's meant to solve.

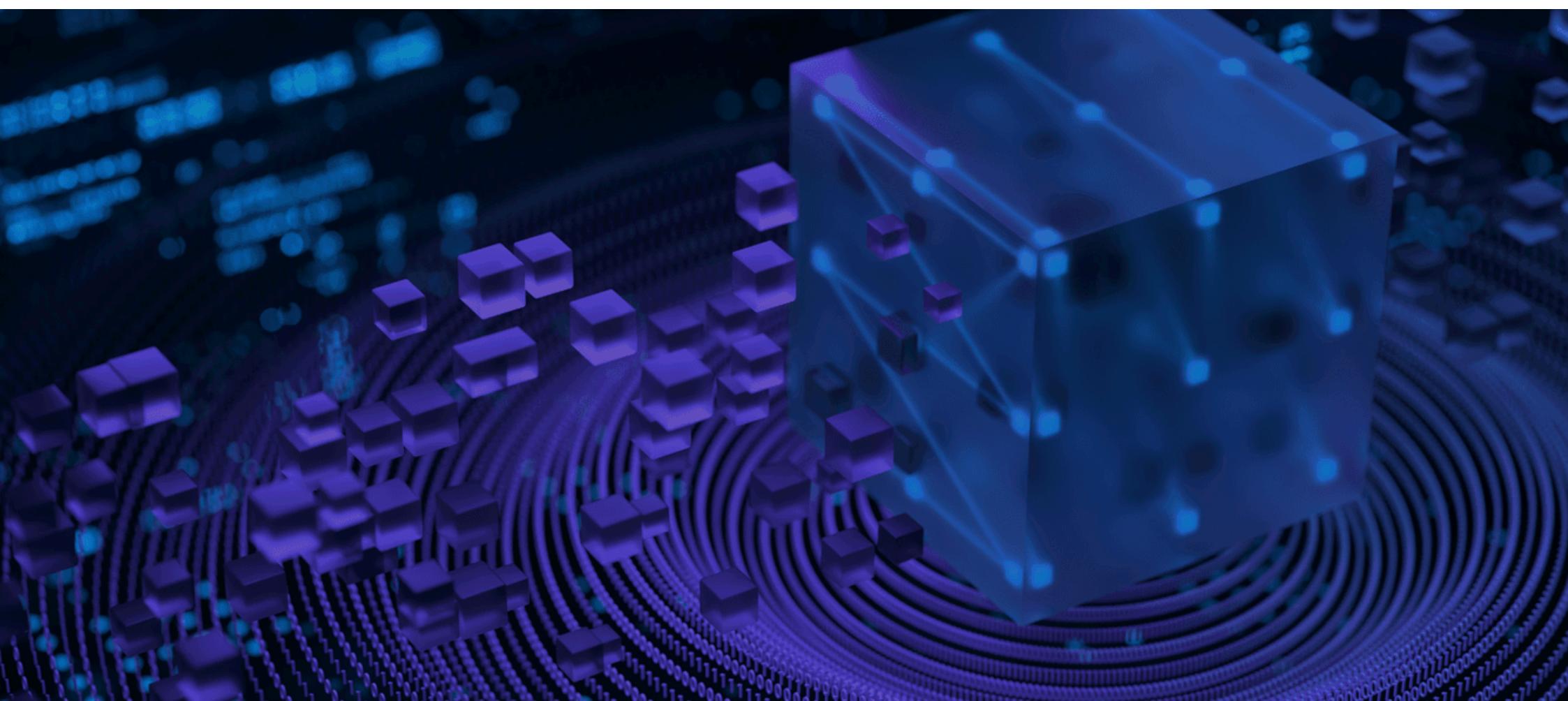
So, while most organizations are doing something, few are tackling CRM data quality in a truly strategic way.

## Which of the following proactive measures has your company implemented to improve CRM data quality?



# There's a disconnect between company leaders and data users.

One of the biggest—and most overlooked—drivers of poor CRM data quality is the gap in understanding between company leadership and teams working with data every day.



## **On the surface, leaders feel confident they're making the best use of their company's data.**

Sixty-eight percent of those in leadership roles believe their revenue-generating teams have the data they need to close deals.

CRM users on the ground tell a different story. They say employees at their orgs spend an average of 13 hours per week just searching for data to fulfill requests.

It gets worse.

Eighty-four percent of leaders say they change their decisions when presented with countering data. Only 19 percent of CRM users say this actually happens regularly. Yikes.

When it comes to ensuring data quality, both sides are waiting for the other to step up. Thirty-four percent of leaders reported feeling frustrated by the lack of progress on data quality initiatives at their company.

Meanwhile, 37 percent of lower-level CRM users say they are frustrated by leadership failing to prioritize data quality initiatives.

## **There are also troubling signs of data fabrication.**

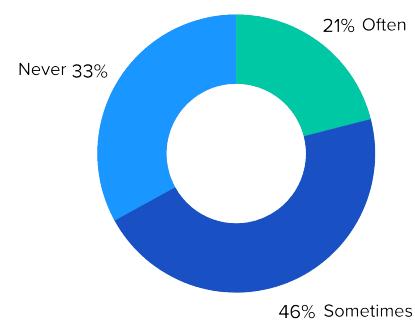
Thirty-seven percent of respondents reported staff at their companies fabricate data to tell the story they think decision-makers want to hear. Alarmingly, those working in finance were 71 percent more likely than average to admit to fabrication.

This kind of data manipulation doesn't just reflect a culture issue—it reveals a deeper structural problem. Without a holistic strategy that ensures data accuracy,

completeness, consistency, and timeliness, teams are left to fill in the gaps however they can. A modern approach to CRM data quality should span every vector—from robust governance and real-time validation to easy access to reference data and tools that deliver the right insights to the right people at the right time. Only then can organizations make confident, data-driven decisions that stand up to scrutiny.

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## **Chasing data requests pulls high-value roles away from their core tasks**



# AI Is raising the stakes for data quality

The explosion of AI tools on the market puts a spotlight on CRM data quality. While AI promises faster insights, better personalization, and smarter automation, its outputs are only as good as the data it's fed.



## **Poor-quality data doesn't just limit AI's effectiveness—it amplifies errors, biases, and inefficiencies.**

The good news? Organizations are starting to recognize the connection between clean data and AI success. Ninety-four percent of respondents agree that data readiness is a critical first step in adopting AI.

The bad news? Few feel truly prepared. Forty-six percent of respondents admit they are unsure how to assess the readiness of their data for AI.

Forty-five percent say that their company's CRM data simply isn't prepared for AI initiatives. This statistic is troubling on its own. But it's even more concerning given the statistic shared earlier: 76 of respondents said less than half of their organization's CRM data is accurate and complete. With this in mind, shouldn't far more respondents say their data isn't ready for AI?



There are a few possible reasons for the gap:

1. Users haven't considered the importance of clean data for AI and haven't made data cleansing part of their AI implementation plan.
2. Users think AI will fix their data quality—or that AI models will "self-correct" over time and adapt to any data they receive.

Both are costly misconceptions. AI systems can't fix biases inherent in the data they're trained on. If the input data is flawed or unverified, the model's outputs will mirror those flaws—often amplifying biases or generating unreliable insights.

## Exposing AI skill gaps

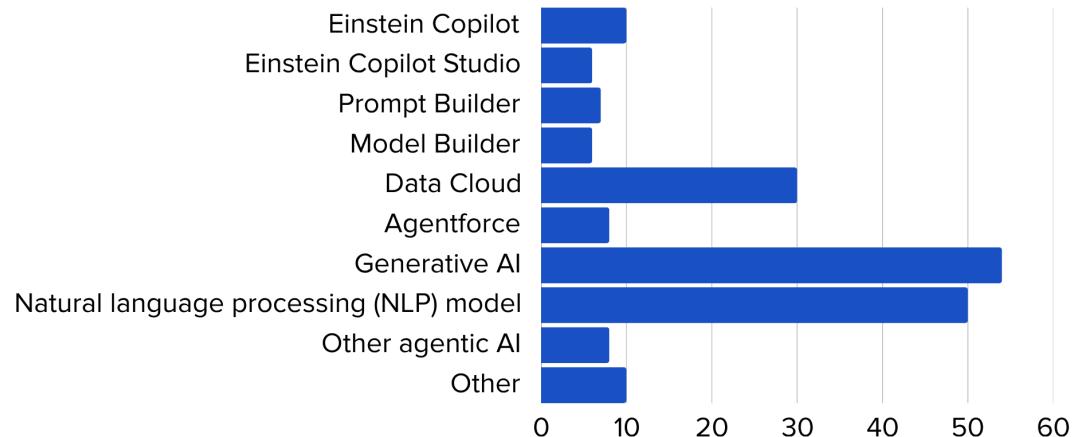
Beyond data quality issues, AI skill gaps present another obstacle. Seventy-two percent of respondents say their teams lack the AI expertise they need. It's even harder for more experienced workers: Those with over 20 years of experience were 15 percent more likely than average to acknowledge this skill gap.

Despite these challenges, AI adoption is moving full steam ahead.

While adoption of newer tools like Agentforce is limited, 54 percent of respondents report using generative AI tools at work, and 50 percent are working with natural language processing (NLP) models.

Other popular tools like Salesforce Data Cloud help bridge CRM and AI capabilities. But (and we'll say it again), without trustworthy data as a foundation, these powerful tools risk producing unreliable outcomes.

**Which AI tool(s) do you use at work? Select all that apply.**



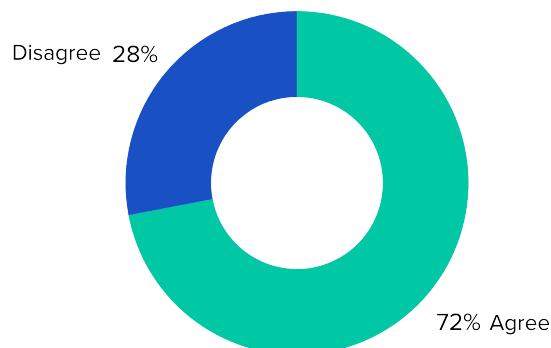
Simply put, in the age of AI, bad data means bad decisions—and the risks are growing too big to ignore. If organizations want to unlock AI's full potential, improving CRM data quality must move to the top of the priority list.

### Executives are rushing to AI

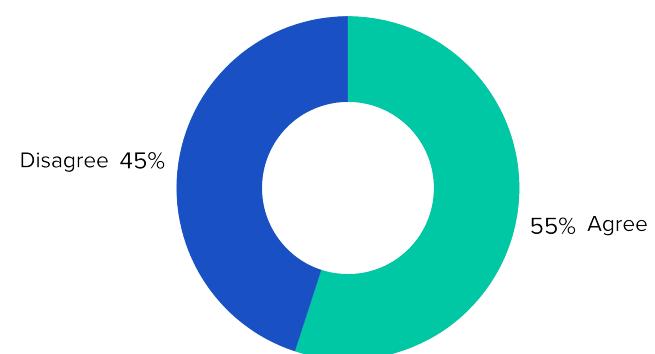
Executives are feeling the pressure when it comes to AI—and it's speeding up AI adoption across the board. Facing tighter budgets, growing workloads, and the need to stay ahead of rapid innovation, leaders are turning to AI to fill the gaps.

- 29 percent of respondents at VP-level or above feel pressure to use AI as a replacement for hiring more headcount.
- 63 percent said AI is the key to staying ahead of competitors.

### My team has AI skill gaps



### My company's CRM data is adequately prepared for AI



# Conclusion

**Customer relationship management (CRM) systems were built to bring order to chaos. But in 2025, that chaos is evolving.**

In 2025, CRM data isn't just a business asset—it's the backbone of every customer interaction, strategic decision, and AI initiative.

Yet our findings show a wide gap between businesses recognizing data's value and investing in its quality and management.

Data ownership is fuzzy. Systems are disconnected, quick fixes are everywhere, and now AI is raising the stakes for data quality issues. Fast.

The silver lining?

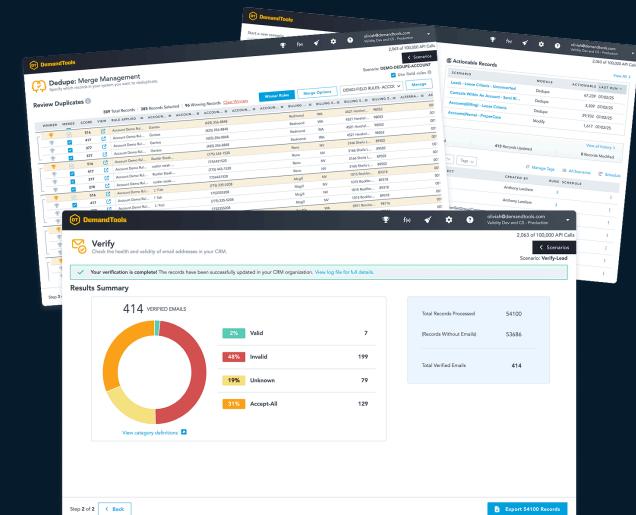
Revenue-generating teams that rely on clean data will find a trusted partner in Validity.

Validity DemandTools helps teams tackle recurring issues like duplicates, unstandardized records, and messy imports with bulk, automated processes.

Validity BriteVerify provides secure, scalable validation, so teams can build and maintain an actionable database, reach more people, and communicate more effectively.

Validity GridBuddy Connect makes it easier for teams to find and update their Salesforce data.

Learn more about Validity's data management solutions or get a personalized demo from our data management experts today.



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