***(10950) Your Employees Aren't Using Your CRM...***

***What’s Going Wrong, and How You Can Fix It***

***Less than 40% of CRM customers have end-user adoption rates above 90%.***

***-CSO Insights***

***83% of senior executives explained that their biggest challenge was getting their staff to use the software.***

***-Really Simple Systems***

***Less than 37% of sales reps actually use their company’s CRM system.***

***-CSO Insights***

*CRM software is one of the most universally used systems for organizing business data effectively and providing companies a comprehensive storage and analysis solution for lead, client, and customer data. Companies small to large are implementing Best CRM systems with great success, and improving lead conversions, marketing efforts, customer relations, and more.*

*However, despite all the great advantages a CRM software offers a business, the fact is that a staggering percentage of employees simply aren’t using* [*CRM tools*](https://www.wheelhouse.com/categories/crm) *effectively or to their full potential. And a CRM system software, like any business software, is truly only as effective as what goes into the system, from data to employee effort and adoption.*

***The Main Reasons Your Employees Aren’t Using Your CRM System Software***

*There are common reasons your employees may not be fully embracing your customer relationship management system software, but there’s also ways you can identify what’s going wrong and things you can do to ensure you reap the full benefits of your CRM system.*

***The CRM interface is outdated and hard to navigate.***

*One of the most common issues with* [*CRM adoption*](https://www.wheelhouse.com/categories/crm/buyers-guide) *is that the system is difficult or confusing for employees to use. Modern CRM solution providers have put much effort and development into creating user interfaces that are streamlined and intuitive, so that even with minimal training and experience, an employee can easily use the system.*

*If you’re using an older CRM system or haven’t upgraded your solution in the past year, you could be missing out on business building benefits simply because your employees think the system is difficult to use and are instead using other methods to track their work. This can be problematic in itself because manual processes are error-prone and time-consuming, taking time that your employees could be using more effectively on tasks geared toward growing your business versus entering data into spreadsheets and lists.*

***No mobile tools are available in your CRM.***

*Mobility is a huge business differentiator as more and more companies opt for the advantages inherent in a remote workforce (made possible by cloud-based software). If your CRM system isn’t mobile-friendly and doesn’t offer remote access capabilities, then your employees who work at home or travel frequently will be less likely to use the system effectively.*

*Additionally, without having the ability to update CRM details on the go, your employees will be less likely to keep your CRM database accurate and up to date. Your CRM is really only as good as the data you input, so having mobile access to keep contact records, deals, and customer records updated in real-time is imperative to a fully mobile organization.*

***Your employees need training or don’t understand the power of your CRM system.***

*If you’re using a modern* [*CRM solution*](https://www.wheelhouse.com/categories/crm) *with mobile tools and all the most current features available from leading CRM vendors, and still noticing low employee adoption rates, then it may simply come down to this – your employees don’t know how to use your CRM system or don’t fully grasp the power it has to improve their work and eliminate cumbersome work.*

*Providing both initial and ongoing CRM training for your teams will help ensure that your teams know how to access and use all your CRM tools effectively and will help them feel confident in using the system. When employees are confident in using your CRM, they’ll use is more frequently and effectively, and may even come up with some more ways that your business can leverage your CRM across departments.*

***Increasing CRM Adoption Rates and Results***

*Once you identify where the user issues exist with your CRM, there are some solutions you can put in place to increase adoption and create improvements across your organization.*

*Invest in a CRM that offers usability and mobility as a key feature so that your employees have access to your system remotely and can easily access and use all the CRM features and tools.*

*Train employees on CRM tools and capabilities so that they understand exactly how the system will make their lives easier and boost business benefits as well.*

*Encourage CRM use and provide incentives to using the system regularly, such as sales contests or other rewards for innovative use of your CRM.*

*CRM software contains poor data*

*Even if your business have the most conversational CRM software to work on and technologically aware sales team, possibilities are you can still experience the situation where your sales team is not using your CRM solution. The reason behind it is that the CRM software offers poor data to your sales rep which makes your sales reps not interested in it at all.*

*To avoid this situation, you must manage your CRM data base with appropriately updated data that must be error-free and there shouldn’t be any duplicate or incorrect present in the CRM software. Regular cleaning and checking the data can make it possible. You can also think of making policies relevant to data quality that would assist in data maintenance right from the start. CRM tool comparison, CRM reviews and CRM ratings are three scales that a business can utilize to choose best performing software in the CRM category. This is not new that employees often find implementing new technology quite challenging. They believe old methods are easier and reliable but it’s until they understand the capabilities of CRM and its perks. With a powerful customer manager software you can make your staff use the best CRM software and grow your leads.*

***About Wheelhouse***

*Like what you just read? At Wheelhouse, we are passionate about all things software, and our specialty is connecting software buyers to a solution that perfectly matches their needs. Please visit our* [*CRM software page*](https://www.wheelhouse.com/categories/crm) *for a complete list of all the solutions we have on offer.*