



Insightly manufacturing customer survey results

insightly

Introduction

No matter the product type, all manufacturing companies share a common set of operational needs that have to be met for them to reach their business goals, stay competitive, and build long-lasting customer relationships. Manufacturers must coordinate and align their teams and processes at every step, share data, and maintain an effective feedback loop for everything from planning and forecasting to managing production, inventory, sales, distribution, and customer service. The degree to which manufacturers are able to streamline their operations and improve productivity has a direct impact on the quality of their customer relationships, business partnerships, and ability to scale. It makes sense, then, that a growing number of manufacturing companies are turning to new technologies and systems, for customer relationship management (CRM) and workflow automation, to drive efficiency, team productivity, and, ultimately, profitability.

Considering the unique needs of manufacturing businesses, we recently reached out to Insightly customers in the industry to learn about their experience and changes observed as a result of implementing Insightly CRM.

We received 115 responses to our anonymous email survey in 2019, covering the following areas:

- User adoption
- Productivity
- Customer insights
- Return on investment (ROI) and revenue growth

In this report, we share the survey results and key takeaways to help decision-makers and CRM administrators in manufacturing companies learn from their peers' experience as they evaluate their own CRM needs and expectations.

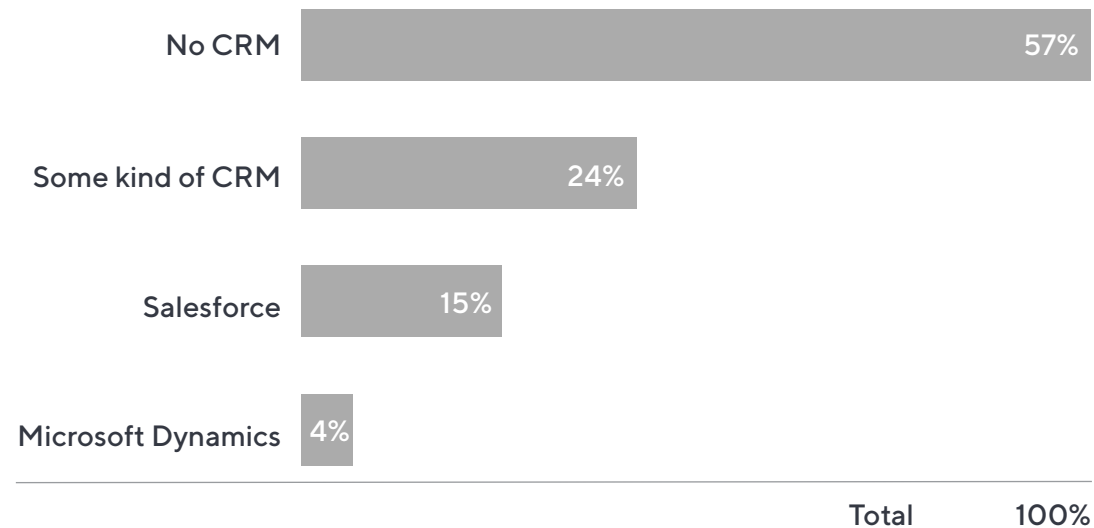
User adoption

For the purposes of this report, we define user adoption as a process of adopting and using a new CRM by its intended users.

When asked why our customers chose Insightly CRM, 57% cited “adoption and ease of use” as one the key factors in their decision-making.

While the majority of survey participants did not use any CRM prior to Insightly, 43% had switched CRMs.

Type of CRM used before Insightly

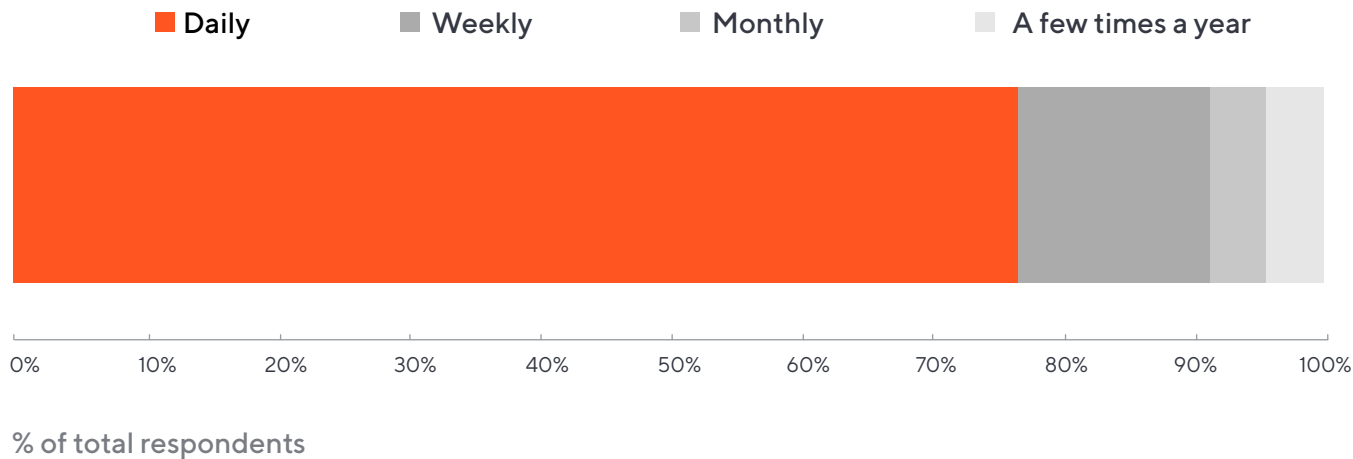


User adoption (cont'd)



Even though adoption is the first step in ensuring ROI in any new technology, it is the consistent, frequent, and as-intended usage that determines long-term benefits. To that end, we asked our customers how often they used Insightly CRM. We learned that 77% use Insightly CRM on a daily basis.

How often do Insightly clients in manufacturing use Insightly CRM?



Productivity

When it comes to productivity, the ability to automate repeatable processes is critical to minimizing human error and saving time across various workflows and departments.

In our survey, 42% of respondents reported improvement in “implementing repeatable business processes” (workflow automation) and 39% reported overall improvement in employee productivity as a result of using Insightly CRM.

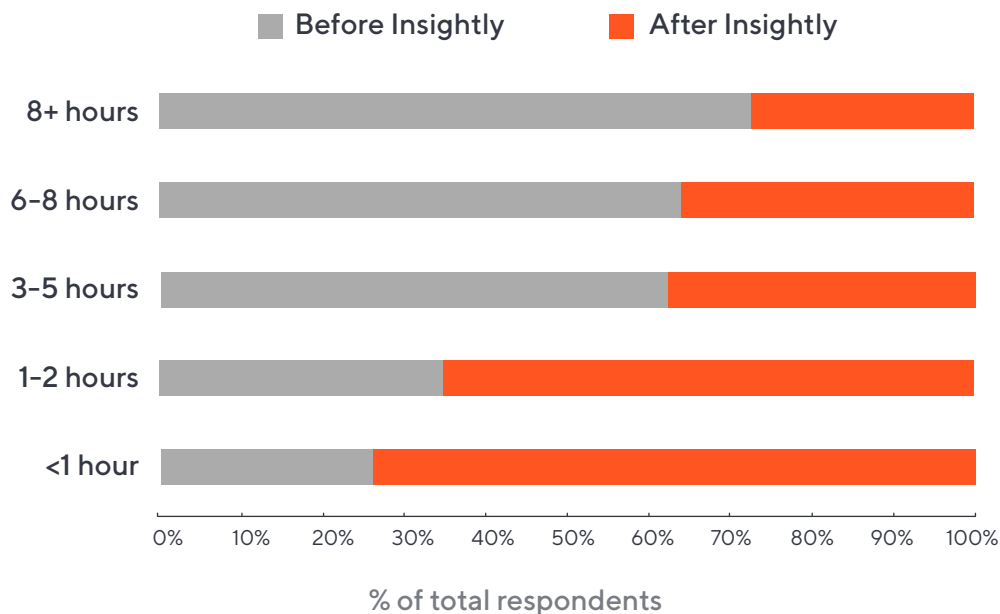
One way to measure your CRM’s more specific impact on productivity is to look at time spent on administrative and manual data entry tasks.

The percent of users who reported spending **less than an hour a week** on administrative tasks almost tripled after implementing Insightly CRM: 10% vs 28%.

“We knew we needed better, centralized control of everything we were dealing with for our customers. Using Insightly has provided that. In addition, Insightly’s Kanban view lifts the level of coordination between our management and production teams to a level that other CRMs can’t.”

Survey respondent

Weekly hours spent on admin and data entry tasks



Customer Insights

In our survey, 50% of respondents, Insightly customers in manufacturing, reported choosing Insightly CRM so they could keep all customer data in one place.

As a result of implementing Insightly CRM, 69% of respondents reported having a more accurate source of information on their customers, sales, and projects.

And, 47% reported improvements in understanding and reporting sales performance.

There's a clear benefit to having a single view of the customer, both in terms of aligning internal teams and reaching out to customers with the right message at the right time.

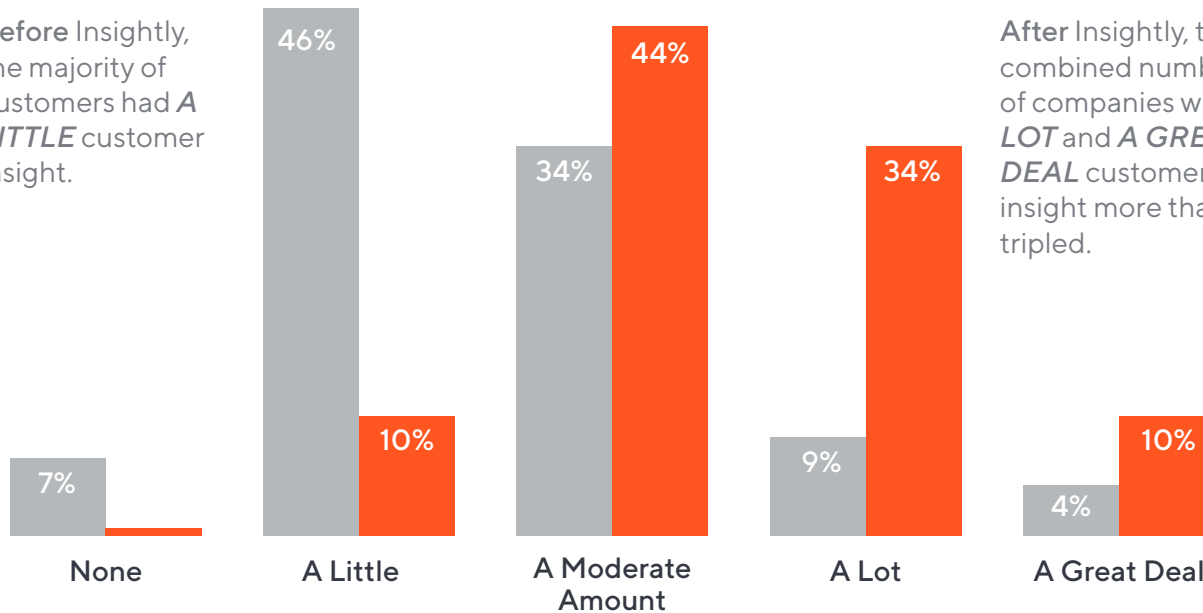
“We doubled the size of our customer database and have a clear and consistent way to market to a defined customer profile.”

Survey respondent

How much insight do you have on your prospects and customers?

Before Insightly, the majority of customers had **A LITTLE** customer insight.

After Insightly, the combined number of companies with **A LOT** and **A GREAT DEAL** customer insight more than tripled.



Return on investment & revenue growth

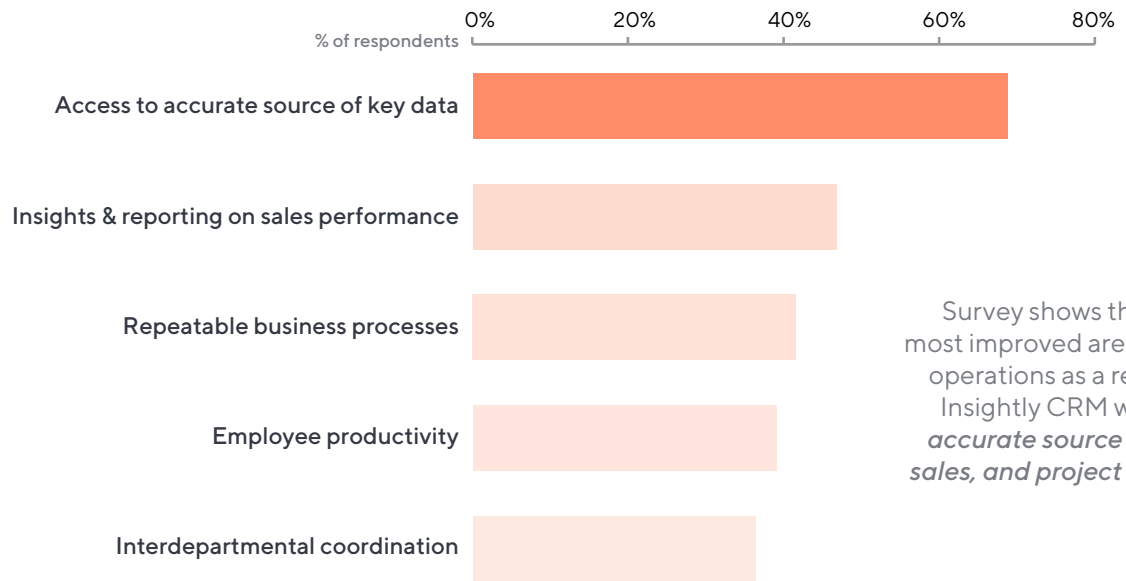
Of those survey respondents who were able to observe results, 70% saw positive ROI within the first year of using Insightly CRM.

As far as revenue, survey respondents reported **18% annual revenue** growth as a result of using Insightly CRM.

In order to better understand the impact of Insightly CRM on revenue growth, we asked survey participants to select areas of business operations where using the CRM made the most difference.

Manufacturers improve business operations with Insightly CRM

Survey respondents reported improvements in the following areas:



Survey shows that the single most improved area of business operations as a result of using Insightly CRM was *access to accurate source of customer, sales, and project information*.

Keep in mind that in the same survey, 50% of respondents cited *all customer data in one place* as one of the reasons they chose Insightly in the first place.

Note: respondents were able to choose multiple options

Contact Insightly



CRM is one of the most important investments for manufacturing companies, and we hope our customer survey results provided you with insights and confidence to look for and find a CRM solution that works best for you, your team, and your business.

Our customers reported that as a result of using Insightly, they have been able to:

- Increase user adoption and frequency of use
- Cut time spent on administrative and data entry tasks
- Consolidate and access all customer data in one place
- Improve business performance and grow revenue

If you'd like to schedule a call with an Insightly representative to receive a CRM needs assessment and a personalized demo of Insightly CRM, please contact us at sales@insightly.com or call **1-888-999-4039**.

About Insightly

Insightly provides customer relationship management (CRM) software for small, mid-size, and enterprise businesses across a range of industries such as manufacturing, consulting, health and wellness, media, and others.

With more than 1.5 million users worldwide across 25,000 companies, Insightly is the world's most popular CRM software for Google Apps, Gmail, and Office 365 users.



Over 1.5 million users



180 countries worldwide



67% made back their investment in 3 months

(source: TechValidate)