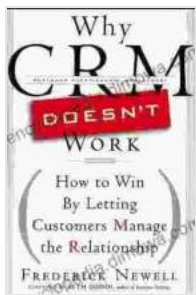


Why CRM Doesn't Work

A Comprehensive Guide to the Pitfalls and How to Avoid Them

CRM, or customer relationship management, is a powerful tool that can help businesses improve customer service, increase sales, and build stronger relationships with customers. However, many businesses struggle to implement CRM systems successfully. In fact, a recent study found that 50% of CRM implementations fail.

There are many reasons why CRM implementations fail. Some of the most common include:



Why CRM Doesn't Work: How to Win by Letting Customers Manage the Relationship (Bloomberg Book 38) by Jon Tuttle

★★★★☆ 4.3 out of 5

Language : English
File size : 3640 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 88 pages



- Lack of executive support
- Poor data quality
- Inadequate training

- Lack of user adoption
- Insufficient customization

If you're planning to implement a CRM system, it's important to be aware of the potential pitfalls and take steps to avoid them. This book will help you do just that.

Why CRM Doesn't Work

In this book, you'll learn about the most common CRM pitfalls and how to avoid them. You'll also learn how to:

- Get executive support for your CRM implementation
- Improve data quality
- Provide adequate training
- Increase user adoption
- Customize your CRM system to meet your specific needs

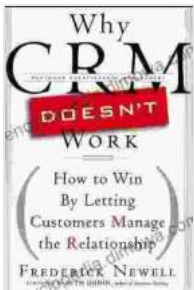
If you follow the advice in this book, you'll be well on your way to implementing a CRM system that actually works for your business.

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Why CRM Doesn't Work is available now. Free Download your copy today and learn how to avoid the pitfalls of CRM and implement a system that actually works for your business.

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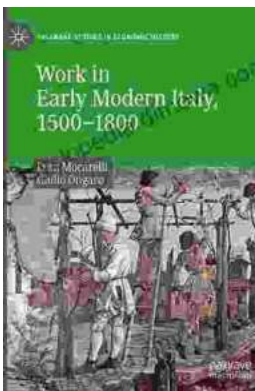
Image alt text - **CRM implementation pitfalls:** A graph showing the percentage of CRM implementations that fail. - **Why CRM doesn't work:** A list of the most common reasons why CRM implementations fail. - **How to avoid CRM pitfalls:** A list of tips on how to avoid the most common CRM pitfalls. - **Free Download your copy today:** A button that links to the Free Download page.



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