



# CRM Issues Manufacturers Need to Avoid for Digital Success



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Digital transformation is a top priority for manufacturers looking to stay ahead of the competition. Moving from spreadsheets to an automated customer relationship management (CRM) system is one step companies can take to streamline customer communications, track of consumer contacts, improve efficiency, create a personalized experience for customers, and more. However, implementing a CRM solution can be costly if not carefully approached, from losing customers to missed business opportunities. A mistake can be detrimental to the ultimate success of CRM implementation and digital success. Here are a few items to look out for when implementing a CRM, so you can avoid them and instead achieve a successful digital transformation.

## 1. Unclear Goals

The first issue manufacturers can “trap” themselves into is launching a CRM without a clearly defined goal. If you don’t establish your CRM’s objectives, it might end up not aligning with the company’s overall strategy. This in turn would cause a confusion of priorities and focus, which could lead to reduced user adoption, skewed metrics, and mismatched alignment between business processes and workflows.

## 2. Poor Data Management

Another issue that manufacturers can face when implementing a CRM is poor data management. A CRM is only as effective as having access to consistent and organized data. Thus, it’s important to properly look over data from various siloed systems and make them uniform and compliant with your CRM in order to make the implementation smooth with no errors. Not doing so could easily lead to misaligned data, which would negatively impact the customer experience and make it difficult for employees to access the right data.

## 3. Compatibility with Systems

Last, but certainly not least, unchecked compatibility between your CRM and existing systems can lead to an ineffective system integration. It’s paramount that you make sure your chosen CRM is compatible with your current technology stack, as ignoring this could cause huge problems when it comes time for integration. Integrity issues and siloed data are just a few issues that could arise from an ineffective integration, which may then lead to duplicate data and create ineffective operations.

Approach CRM implementation with a clear game plan, and with the confidence that your data will seamlessly be integrated into your chosen CRM – with your previously siloed systems perfectly unified via the CRM.

If you’d like to hear how successfully connecting your ERP (Enterprise Resource Planning) with a CRM (in this case, Salesforce) enables a powerful customer engagement strategy with a 360-degree view of customers, then watch our webinar replay.

[Watch Webinar](#)