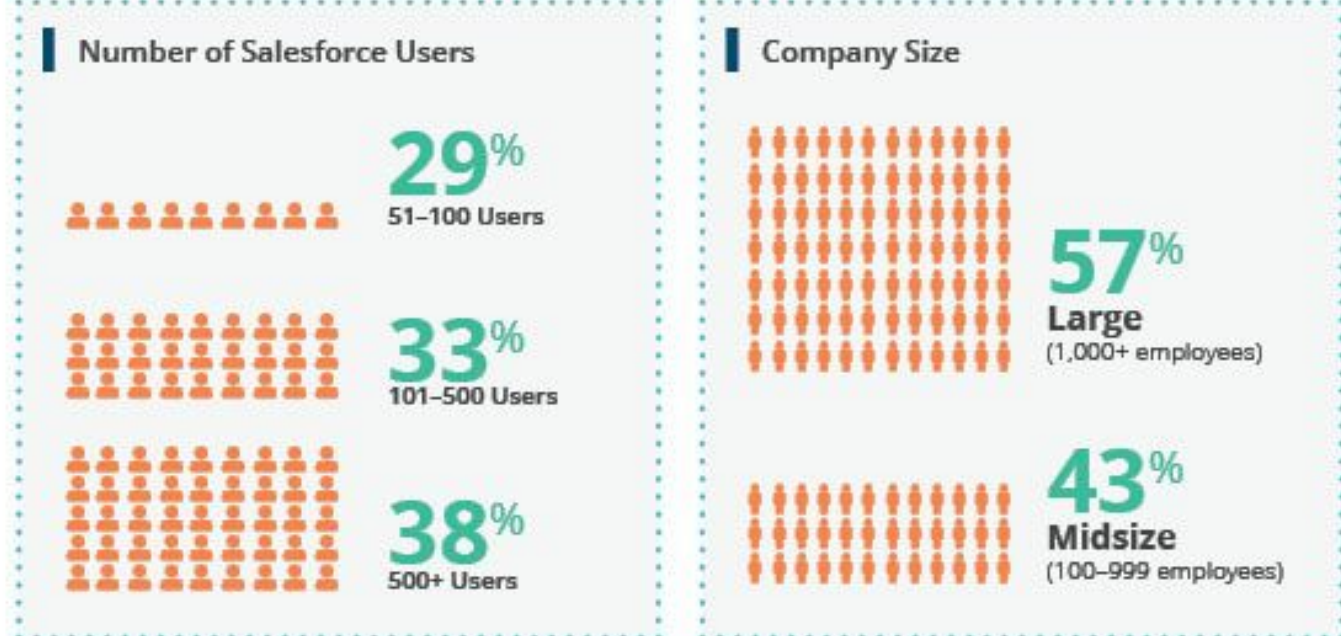


SALESFORCE CUSTOMER SUCCESS: ROADBLOCKS AND RECOMMENDATIONS

A market survey of 130+ Salesforce customers reveals that while most have plans to improve and expand their Salesforce (SFDC) ecosystems, many are struggling to execute. A lack of skilled personnel is the single biggest roadblock. Meanwhile, most companies working with a managed service provider (MSP) report being satisfied or quite satisfied with their help on SFDC implementation and maintenance and/or innovation and optimization.



SURVEY DEMOGRAPHICS



Job Titles

57%

IT Directors

26%

Salesforce Administrators

13%

Salesforce Developers

2%

Salesforce Architects

2%

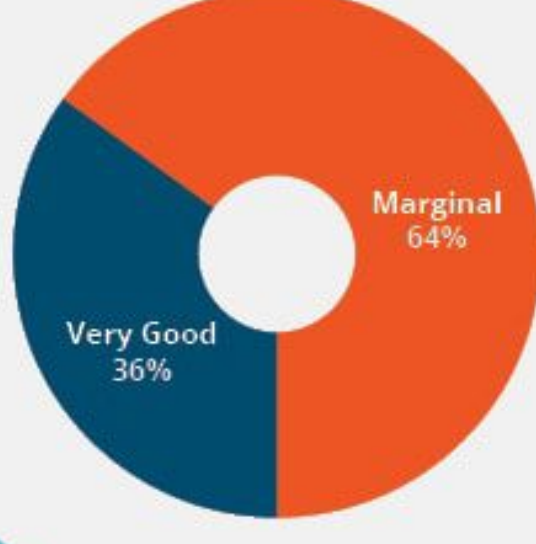
VPs of Marketing



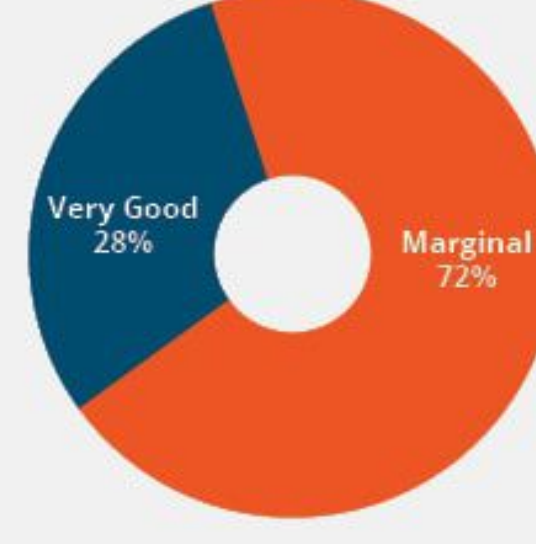
THE STRUGGLE IS REAL

What is the ability level of your company for the daily work of adding or removing users, addressing bugs, and working with Salesforce releases?

Large Companies Only



Midsize Companies Only



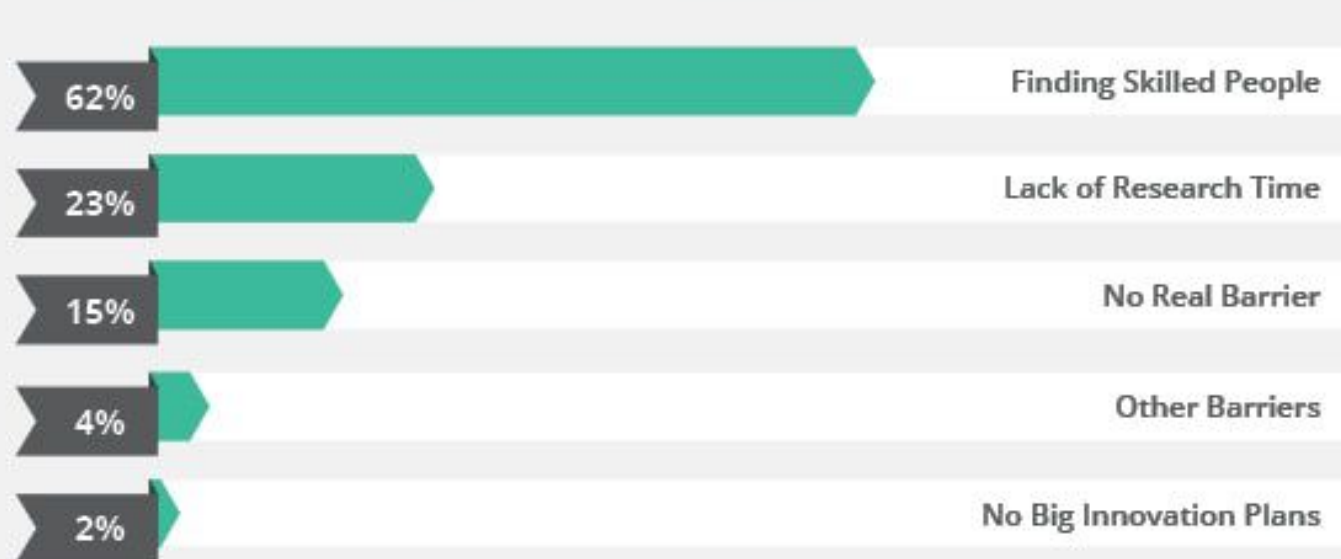
BIG AMBITIONS MEET MAJOR CHALLENGES

While Most Companies Want to Expand Their Salesforce Systems and Capabilities, Few Are Confident About Getting There Alone



FINDING SKILLED PEOPLE IS THE MAIN SFDC CUSTOMER CHALLENGE

What Are the Biggest Barriers to Your Company Expanding Its Use of SFDC Products/Services?



THE RIGHT MANAGED SERVICE PROVIDER CAN MAKE A DIFFERENCE

Companies that are engaged with a Salesforce MSP report an average satisfaction rating of 3.2 on a 5-point scale, indicating both high potential value and the need to pick your provider with care.



READ THE SURVEY REPORT TO LEARN MORE ABOUT THESE FINDINGS AND HOW YOUR COMPANY CAN MAXIMIZE ITS SALESFORCE INVESTMENT:

[DOWNLOAD NOW](#)