



## 5 Warning Signs Your CRM Might Be Causing Trouble



### Data Accuracy Issues

**Warning Sign:** Your CRM is filled with obsolete data, like outdated email addresses or duplicate records, leading to confusion and inefficiency.

According to a study by [IBM](#), poor data quality costs businesses an average of \$3.1 trillion per year in the US alone.

CRM systems are only as effective as the data within them. Inaccurate, outdated, or duplicated data can lead to costly mistakes, missed opportunities, and frustrated employees.



### Incomplete Customer Profiles

**Warning Sign:** Your marketing team sends out a targeted campaign, only to find that customer data is incomplete or outdated, causing missed opportunities and irrelevant messaging.

Many CRMs lack a 360-degree view of the customer because critical information like preferences, purchase history, or recent interactions is scattered or missing.

This fragmented data makes it difficult to deliver personalised experiences or understand the full customer journey, leading to lower engagement and satisfaction.

## **Siloed Data and Lack of Integration**

**Warning Sign:** Your teams find it difficult to piece together customer interactions because data is scattered across different systems, like sales data in the CRM, support tickets in another platform, and marketing engagement elsewhere.

When data is fragmented, it can result in duplicated efforts, inconsistent reporting, and a lack of holistic insights into customer behavior.

A [Workday survey](#) of 1,150 business leaders and senior executives discovered that 61% of government leaders say their organisation's data is either somewhat or completely siloed. The survey also discovered that 80% of government leaders believe the ability to integrate data between different systems is the deciding factor for them to be able to make real-time decisions.

## **Low User Adoption and Inconsistent Usage**

**Warning Sign:** Your sales team is still tracking leads in spreadsheets or sticky notes, bypassing the CRM because they find it too confusing or time-consuming.

Complex or unintuitive CRMs can lead to low adoption rates, with teams opting for workarounds or ignoring the system entirely.

A [Forrester study](#) found that nearly two fifths of respondents attributed their CRM Implementation problems to people issues, such as user adoption and difficulties in aligning the organisational culture with new business processes.

Another people problem organisations often meet is the lack of a dedicated and consistent CRM staff members that your company can rely on. For organisations with limited resources, including nonprofits, hiring a part-time Salesforce resource is not uncommon or necessarily problematic, but it should be carefully considered. Employees come and go, so it's

best to have backup resources and ensure knowledge is distributed across the organisation to avoid knowledge loss.

To gain more perspective on how companies face people-related challenges during Salesforce implementation, explore this [interactive customer journey](#) based on a real case of Girikon's customer.

## **Security and Compliance Risks**

**Warning Sign:** You're uncertain whether your CRM system meets modern security standards or complies with regulations like GDPR and APPs, leaving your business exposed to breaches and penalties.

According to the [2024 Verizon Data Breach Investigations Report](#), 68% of breaches involved human errors or social engineering attacks, while 14% were due to the exploitation of vulnerabilities—almost triple the number from the previous year. Additionally, 15% of breaches involved third-party or supplier risks, such as software supply chains or hosting partners.

Financially motivated breaches, including ransomware and extortion, accounted for 62% of incidents, with a median financial loss of \$46,000 per breach.

***If any of these warning signs sound familiar, it might be time to rethink your CRM and data strategy.*** That's where **Girikon** and **DCA** come in: we work together to deliver comprehensive CRM and data solutions to our clients. **Girikon, as a CRM expert**, partners with **DCA, a trusted Data specialist**, to ensure that your CRM system is not just efficient but also fully compliant and integrated. By combining CRM best practices with robust data management, we help you unlock the full potential of your technology investments. Reach out today to see how we can help your business thrive.