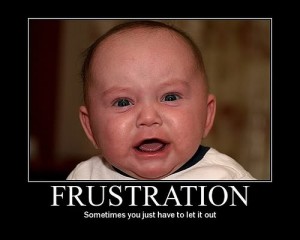
# Survey: Some Biggest Frustrations About Using CRM Systems

Published Date : September 28, 2015  
Categories : [CRM](http://frontend.kpi.com/blog/category/crm/), [Software Adoption](http://frontend.kpi.com/blog/category/software-adoption/)  
We surveyed about 50 CRM professionals from various business fields on [Linkedin](https://www.linkedin.com/grp/post/43621-6050659337607667713?trk=groups-post-b-all-cmnts). We asked what annoy users the most in CRM systems. We got a lot of feedback and food for thought. We decided to share our impressions with readers. [](https://www.kpi.com/wp-content/uploads/2017/08/180c221bef981b29c0fe6192f65c95e6.jpg)The discussion is open yet, so you can still participate in the survey and give us feedback [here](https://www.linkedin.com/grp/post/43621-6050659337607667713?trk=groups-post-b-title). Answers were received from different people in the industry. CRM Vendors, CRM consultants, and top managers of organizations. We also had a lot of feedback from actual sales people. One common thing that has been reported by almost all users is **slowness** and **poor performance.** When the system is slow, it wastes a lot of time.  There are also performance issues and errors that slow down any processes regardless of the company. The second biggest problem is poor User Experience. Especially, **too many clicks** to achieve something. CRM Systems have to be user friendly enough to achieve something. **Duplicate data entries** and inconsistencies with other parts of the system make you waste your time even more. Other frustrations with CRM systems and vendors include:

* Vendors adding too many new features instead of improving the old ones
* Lack of follow-up trainings
* Complexity
* Vendors saying no to new enhancements
* Time-consuming dropdowns and big forms
* Over-customization
* Paying too much for customizations

Also, most problems occur in companies trying to implement CRM systems effectively. Implementing CRM in a big organization is not easy.  Frustrations occur when executives resist adopting new systems, or when they expect immediate results, not spending enough time and effort. If companies have poor sales processes inside, then the CRM impact will be meaningless according to Michael Frenkel:

*CRM is like a vehicle and like a vehicle it needs to be driven by an engine to get successfully from A to B. This can only be accomplished if the person at the wheel knows how to navigate and successfully arrive at the destination*.  **[Michael Frenkel](http://www.linkedin.com/profile/view?id=AAUAAAsYQE0BOm7skadxfmHemMYHgbMulqDr8Rs)** *What frustrates me is that organizations tend treat them like they are the end-all-be-all for Sales when, in reality, CRM systems are simply the technology component of what is required for any successful CX endeavor: people, process, & technology. Throwing technology at CX without considering its effect on process and people just leads to unrealistic expectations, unrealized return...and frustration* **[James Ries](http://www.linkedin.com/profile/view?id=AAUAAAC8YuwBm_H0ZOnx3Pq7zX2ds9Oo7nVjkyk)**

*As a consultant one of mayor concerns (and frustration) is the lack of commitment of top management. As any other new way of doing thinks within organization, CRM needs patience, change management program, compensation changes, and big commitment of top managers. I've seen several CRM initiatives fail or at least shorten because of that*. **[Miguel Angel Narvaez Camacho](http://www.linkedin.com/profile/view?id=AAUAAABBDOsBzsxXTSn1uNy0QVycZ_UiJ_HETFA)**

Share us your thoughts. What has been your experience? What was the most annoying stuff you want to share about? Image credit: https://ipaycash4properties.files.wordpress.com/2014/09/frustration.jpg