

# Business Trends: CRM Technology Investment Strategies 2010/2011

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## Abstracts

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### Introduction

This Ovum study examines current and future CRM spending priorities, adoption drivers and inhibitors, investment profiles for emerging technologies such as mobile and social media, and the CRM budget outlook among medium-sized to large enterprises with active CRM strategies. It is based on the results of Ovum's Business Trends primary research survey, conducted during 2010.

### Features and benefits

Ovum's survey provides an understanding of the business drivers and technology investments around traditional and emerging CRM functions.

Readers will gain insight into the CRM budget changes and investment priorities of medium-sized and large enterprises.

### Highlights

Organizations' approach to CRM has matured, so while profitability remains the ultimate goal, execution strategies are increasingly filtered through customer satisfaction and retention initiatives. Organizations are still struggling with CRM technology and surrounding infrastructure, which is creating barriers to achieving full value from CRM investments.

## Your key questions answered

What are the key technology trends and investment strategies driving CRM among large and mid-market enterprises?

In which areas should I be investing to maximize the value of my customer base and drive long-term engagement and profitability?

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Author  
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