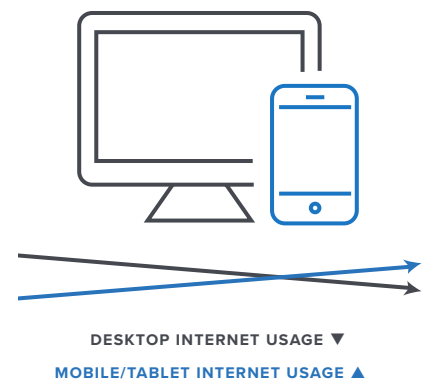


Is your CRM ready for the mobile revolution?

By 2022, mobile workers will account for 42.5% of the global workforce, or nearly 1.87 billion people, according to [Strategy Analytics](#). That's an enormous number with even greater implications as these employees will need access to the productivity tools they depend on. It's not just email and collaboration tools. Today's users demand full mobile access to knowledge-rich applications like your CRM.

Why? Because employees are migrating in mass from desktop to mobile devices. They are more likely to be at an airport, coffee shop, or on-site with a customer than tethered to a desk. Consider the numbers:

- In 2016, Mobile and tablet internet usage exceeded desktop for the first time ever, according to [StatCounter](#).
- In 2017, Android overtook Windows to become the most popular operating system in terms of internet usage, according to [StatCounter](#).



The time for Mobile CRM is now

CRM's return on investment is \$8.71 for every dollar spent on average ([Nucleus Research](#)). Additionally, giving salespeople access to the data they need is proven to shorten their sales cycle by up to 14 percent ([Nucleus Research](#)). Going mobile adds an additional layer of business value to your CRM, empowering a wide variety of users (from executives to support staff and sales teams) to be more productive no matter where they are. Executives, for example, can literally "forecast on the fly," tapping into your CRM from the airplane to assess opportunities, pipeline, team and individual rep performance, and more.

Support and technical staff also benefit by accessing and updating information from anywhere, ensuring customers receive the level of service they deserve. Before mobile CRM, service staff took manual notes in the field, only updating CRM records once back in the office. With mobile CRM, it all happens on the spot, ensuring nothing gets lost. The result is a seamless, consistent experience for today's demanding customers.

The most compelling use case lies with your sales team. Mobile CRM gives quick access to all the information they need to close deals. They can even access the latest marketing materials, most relevant promotions, and more.

The results speak for themselves. With mobile access, sales reps see productivity increase by 26.4 percent. Furthermore, 24 percent more sales representatives achieve their annual sales quota, according to [Aberdeen Group](#).

What to consider as you take your CRM mobile

First, remember that CRM is not an IT project.

It's a mission and a way of working that incorporates people, processes, and technology.

That means users must *want* to use it, and the concept of "customer relationship management" should be woven into your company's DNA across the entire corporate hierarchy. Start with building a culture of CRM, where users at every level are invested in the value of keeping records current and using CRM regularly.

Get the most from your CRM by actively maintaining it.

Like your CRM records, your CRM components will undergo continuous change. It's not a technology you can "set and forget." To reap the biggest benefits, you need a team of people committed to investing the necessary effort to keep it current.

Know the features and functions you need.

Not every CRM is created equal. As you go mobile, it's critical that you know what features users will need access to. Start by setting your goals and what you're solving for.

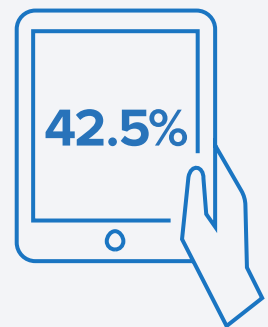
For example, do you have a lead generation problem that mobile CRM could fix? Are you just looking for faster, remote access to critical information? Will your technical teams be using the mobile CRM to provide faster service? Make a list of your must-have use-cases, then make sure your CRM's mobile features can accommodate them.

Shop smart to get the most powerful solution possible.

As you consider your options, there are a few capabilities you won't want to miss out on. Make sure any mobile CRM you consider:

- Offers omnichannel access, but also includes native functionality for the devices your teams use
- Provides online and offline capabilities
- Has a modern, intuitive user interface that is easy for on-the-go employees
- Gives you quick access to all relevant data you need
- Can be easily tailored to specific roles like executive, sales, and service
- Allows users to easily customize and tailor the application to their preferences
- Provides context-sensitive help and guidance for workers on-the-go
- Can be easily integrated with other business critical mobile applications like MS Office
- Offers multi-language capabilities to support your workers around the globe
- Makes it easy to automate the most common workflows across the teams that will use your mobile CRM the most

Remember, by 2022 — just three years from now — mobile workers will account for 42.5% of the global workforce, and it's a trend that will only continue growing. These modern workers won't just *want* mobile access to popular applications, they will *need* and *demand* it to deliver maximum results back to your business. To stay ahead, start evaluating the mobile capabilities of your CRM today.



To learn more about Aurea CRM and its companion mobility suite, contact sales today.

[Learn More >](#)