

SURVEY FINDINGS

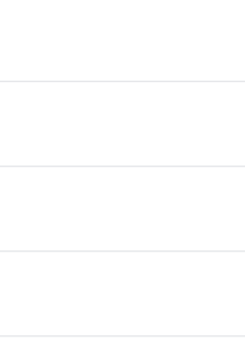
# 2023 State of Customer Operations for U.S. Small Businesses

In Partnership With



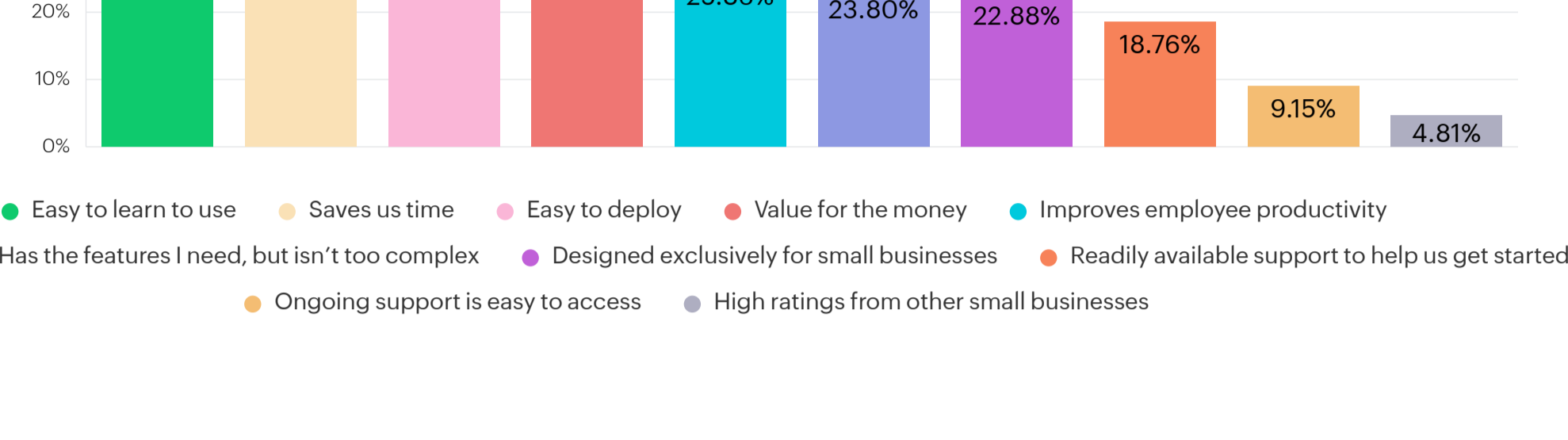
Over the summer, Begin by Zoho CRM and the SMB Group curated the 2023 State of Customer Operations for U.S. Small Businesses survey. This was released to 1,500 US-based small businesses, companies with under 100 employees.

*Below are the most noteworthy findings:*

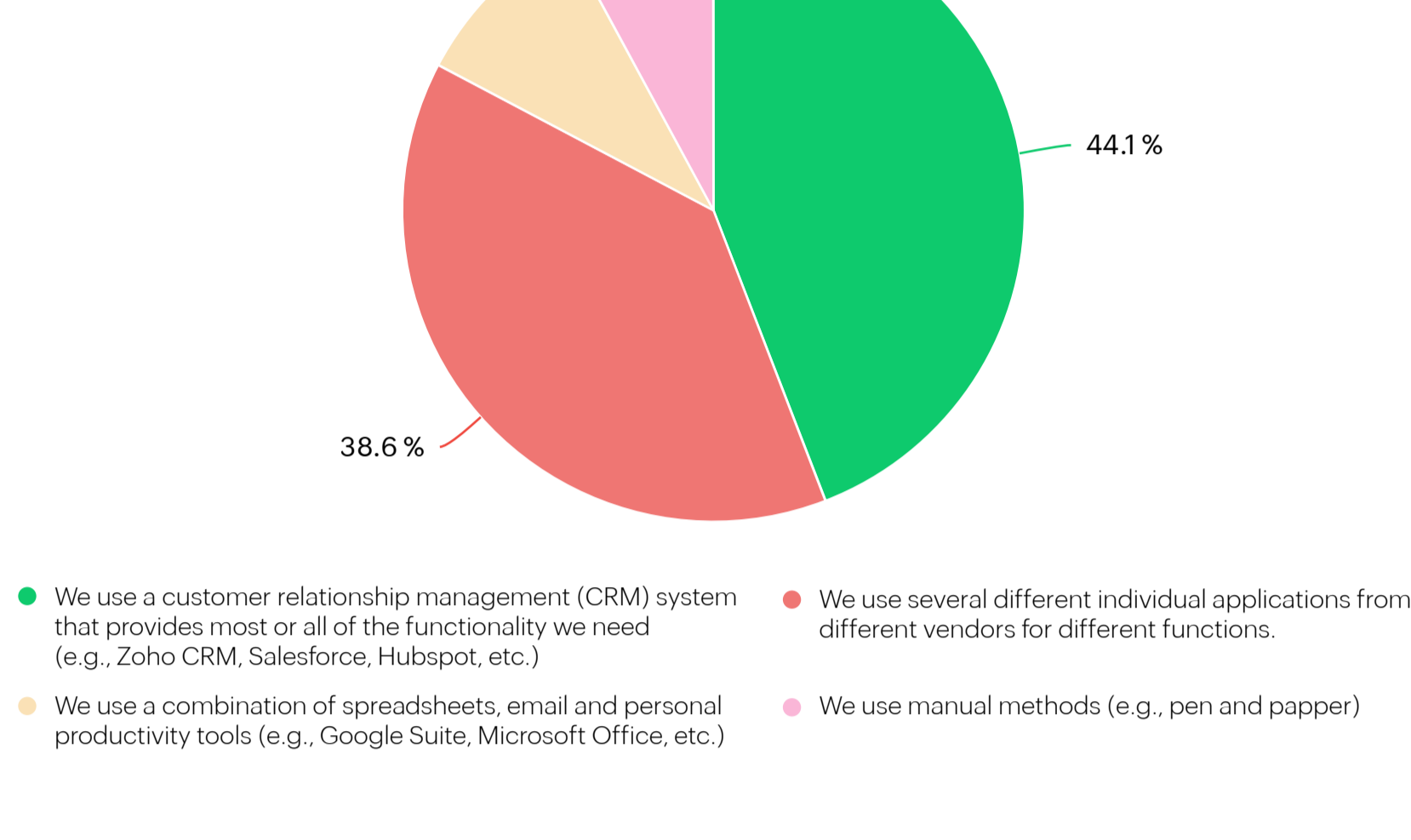


### Ease of use, time efficiency, quick deployment and value

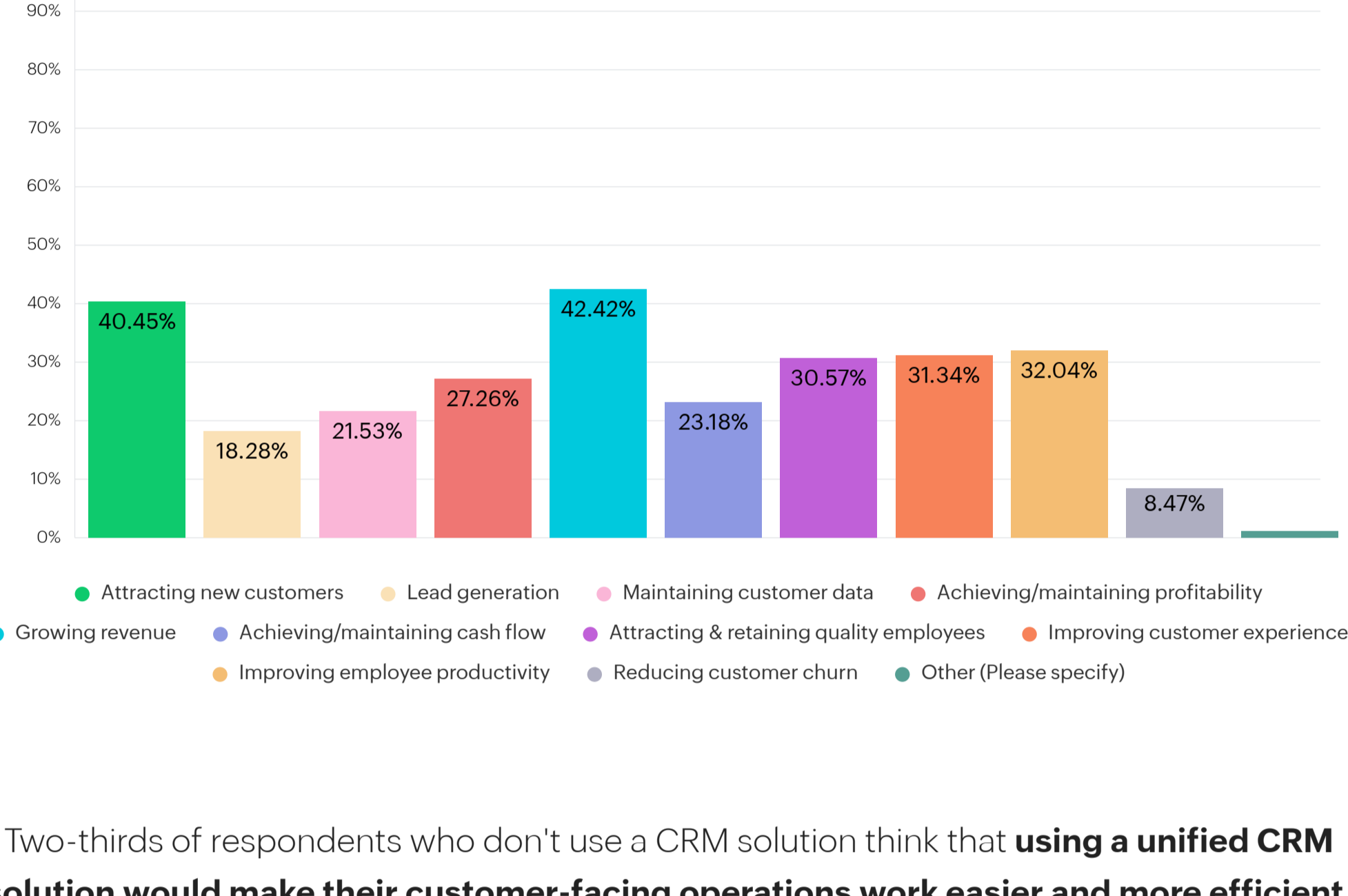
were the most popular factors in determining the right CRM for a small business.



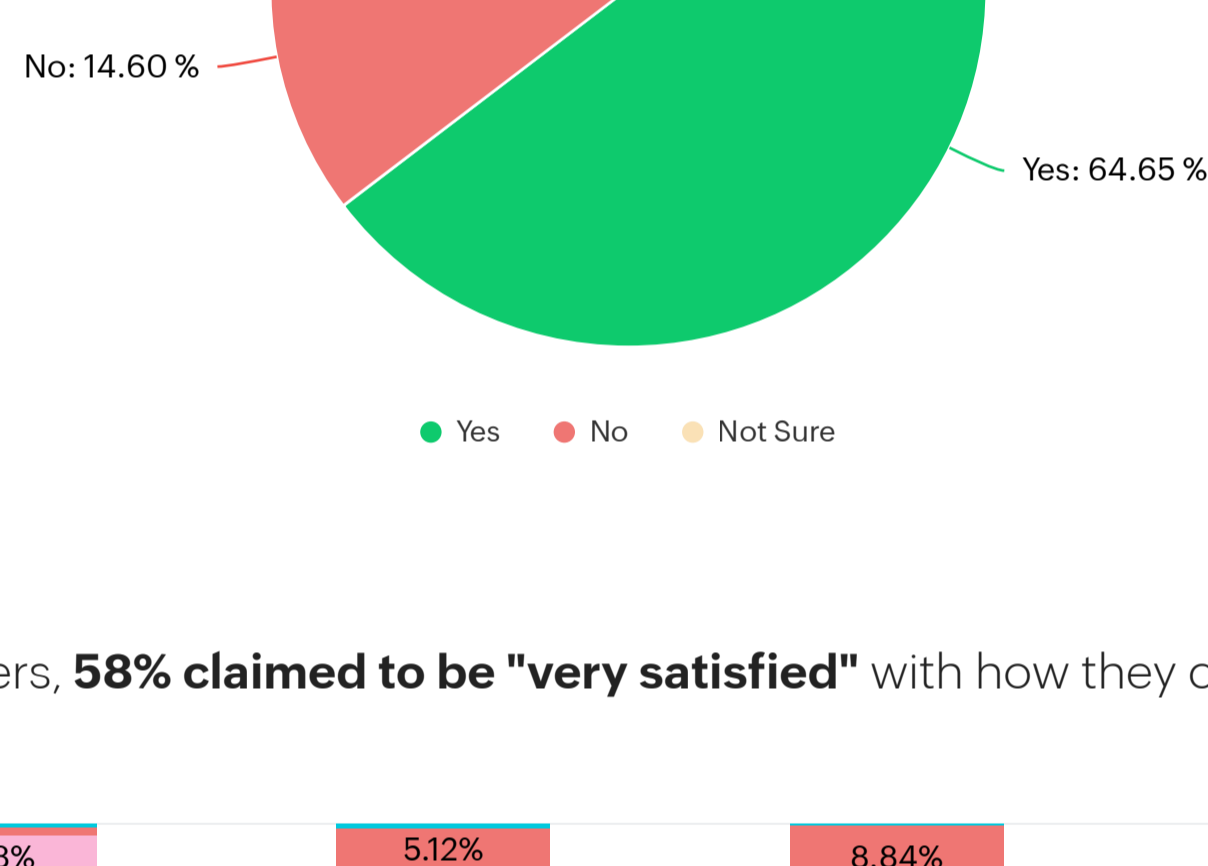
**56% of survey respondents don't use a CRM to manage customer data**, with **39%** using a combination of spreadsheets, email, and personal productivity tools, **9%** using a combination of siloed applications, and **8%** using manual methods like pen and paper.



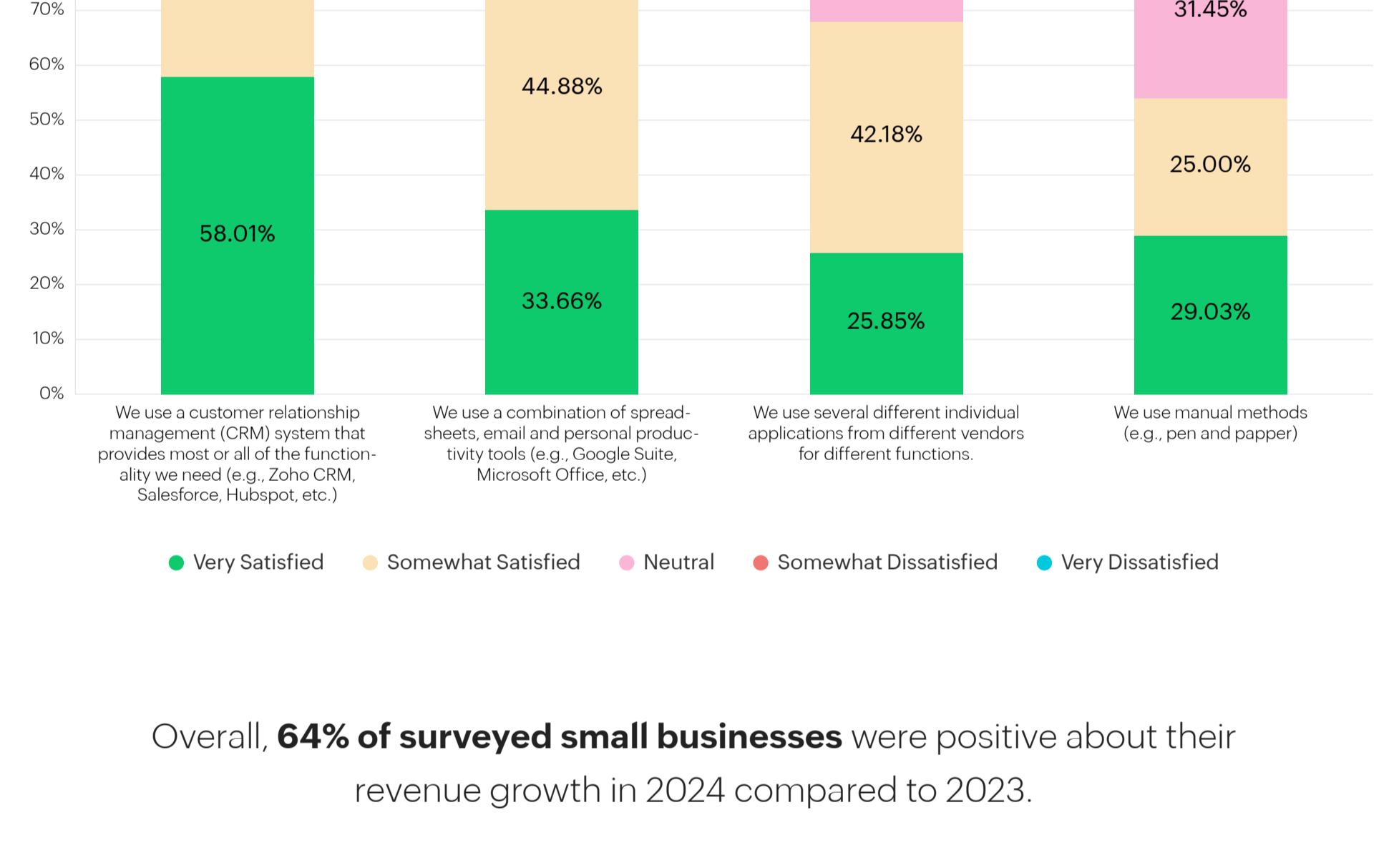
The top four challenges that small businesses face today are **growing revenue, attracting new customers, improving employee productivity, and improving customer experience.**



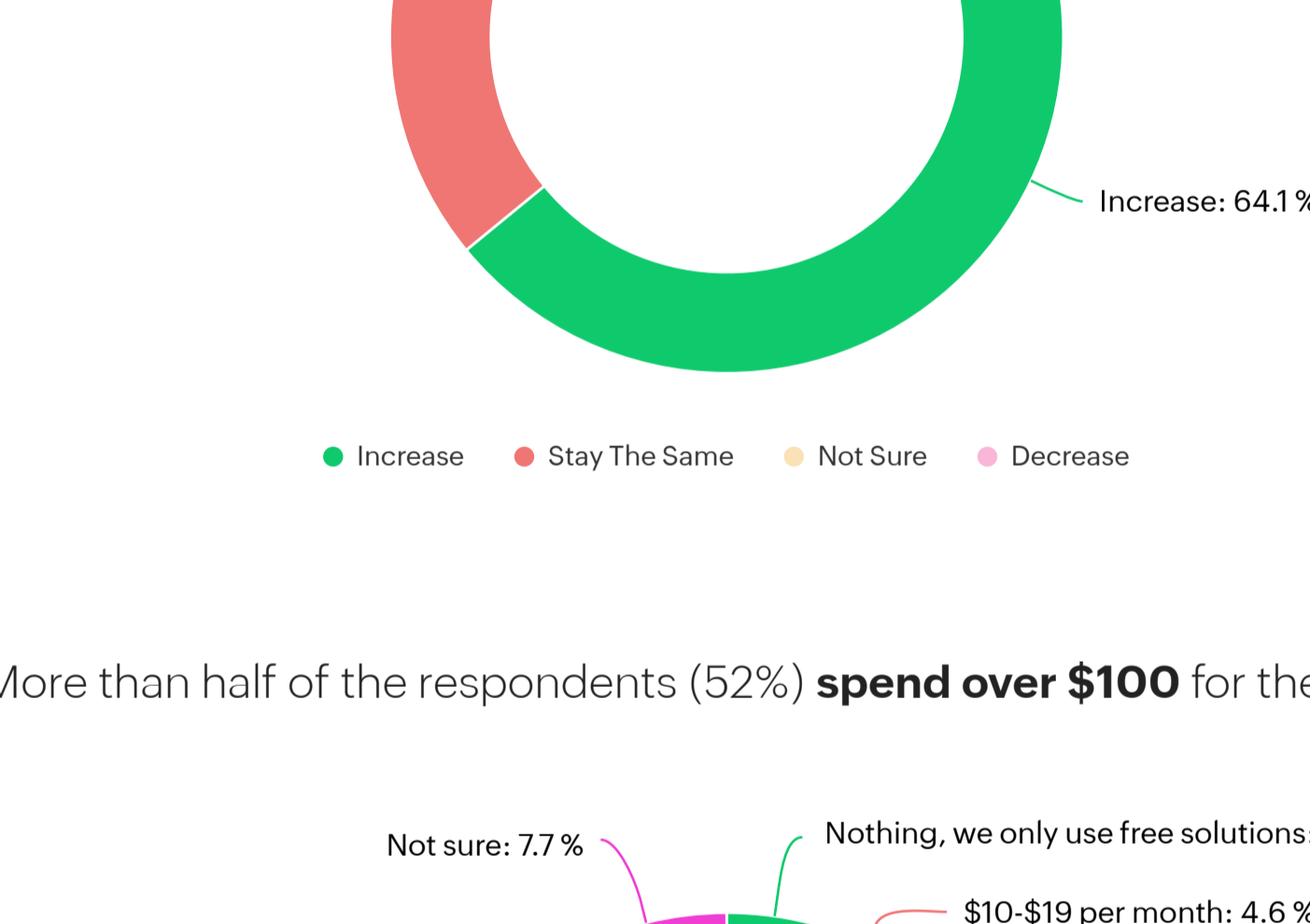
Two-thirds of respondents who don't use a CRM solution think that **using a unified CRM solution would make their customer-facing operations work easier and more efficient.**



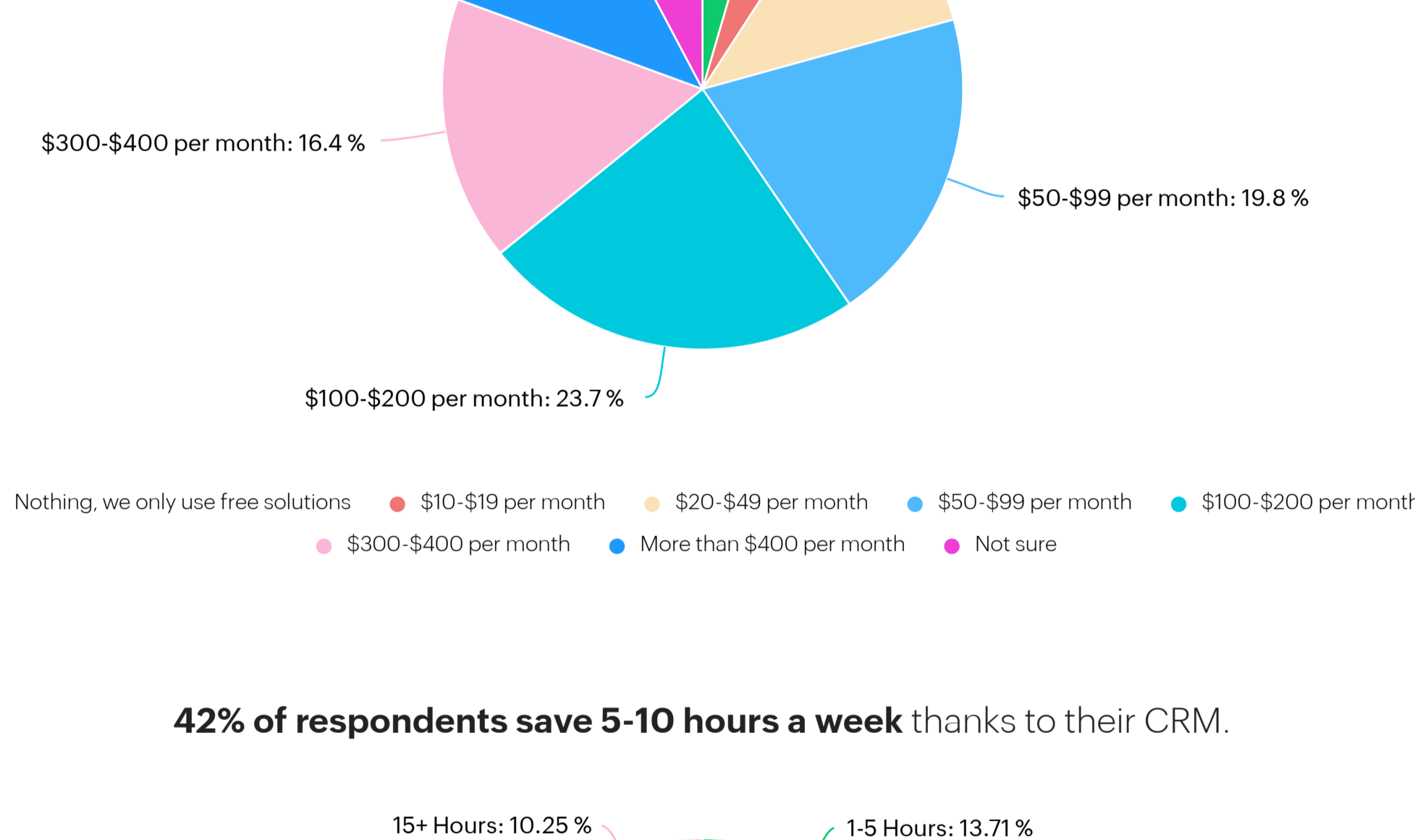
Of the CRM users, **58% claimed to be "very satisfied"** with how they conduct business.



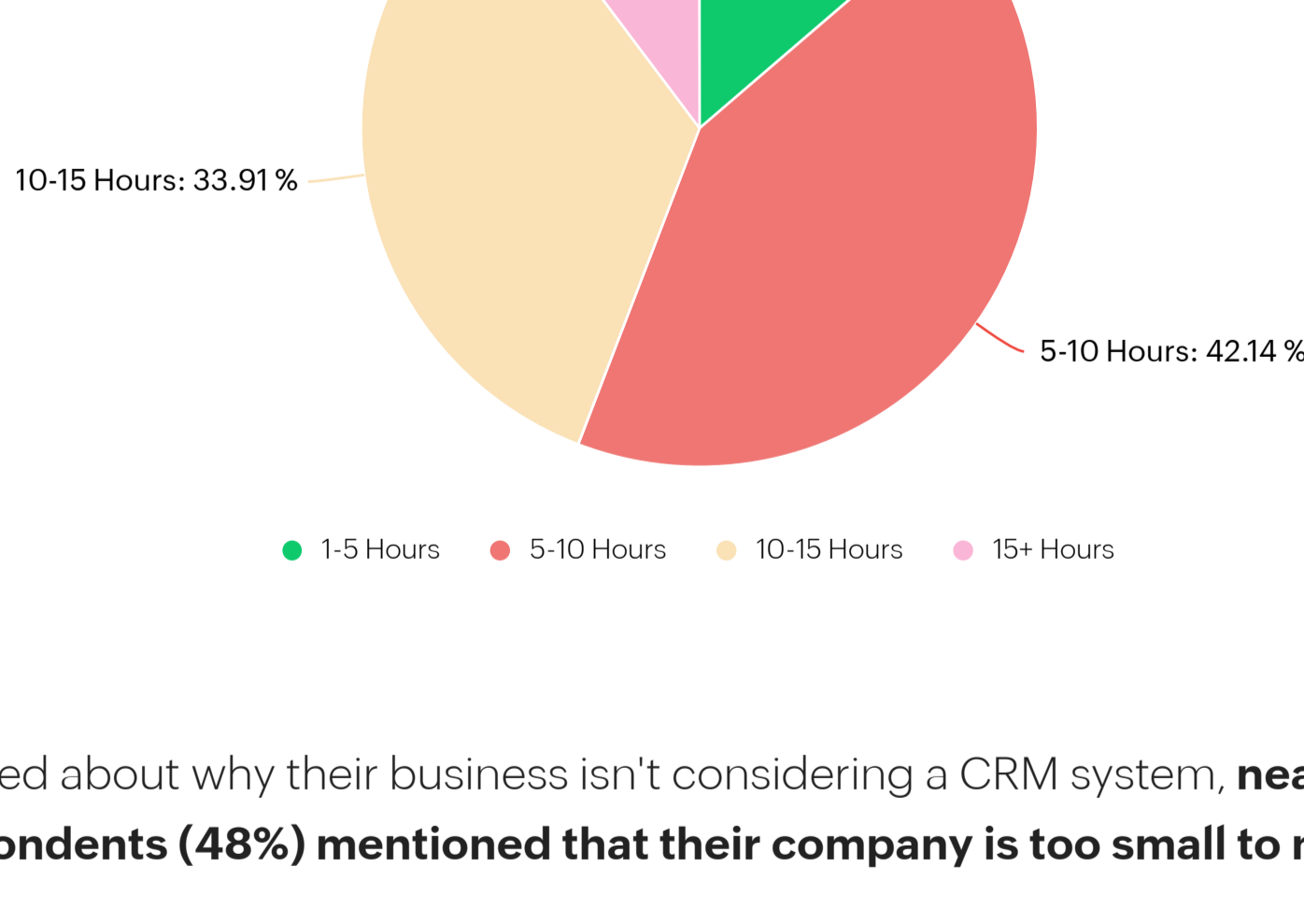
Overall, **64% of surveyed small businesses** were positive about their revenue growth in 2024 compared to 2023.



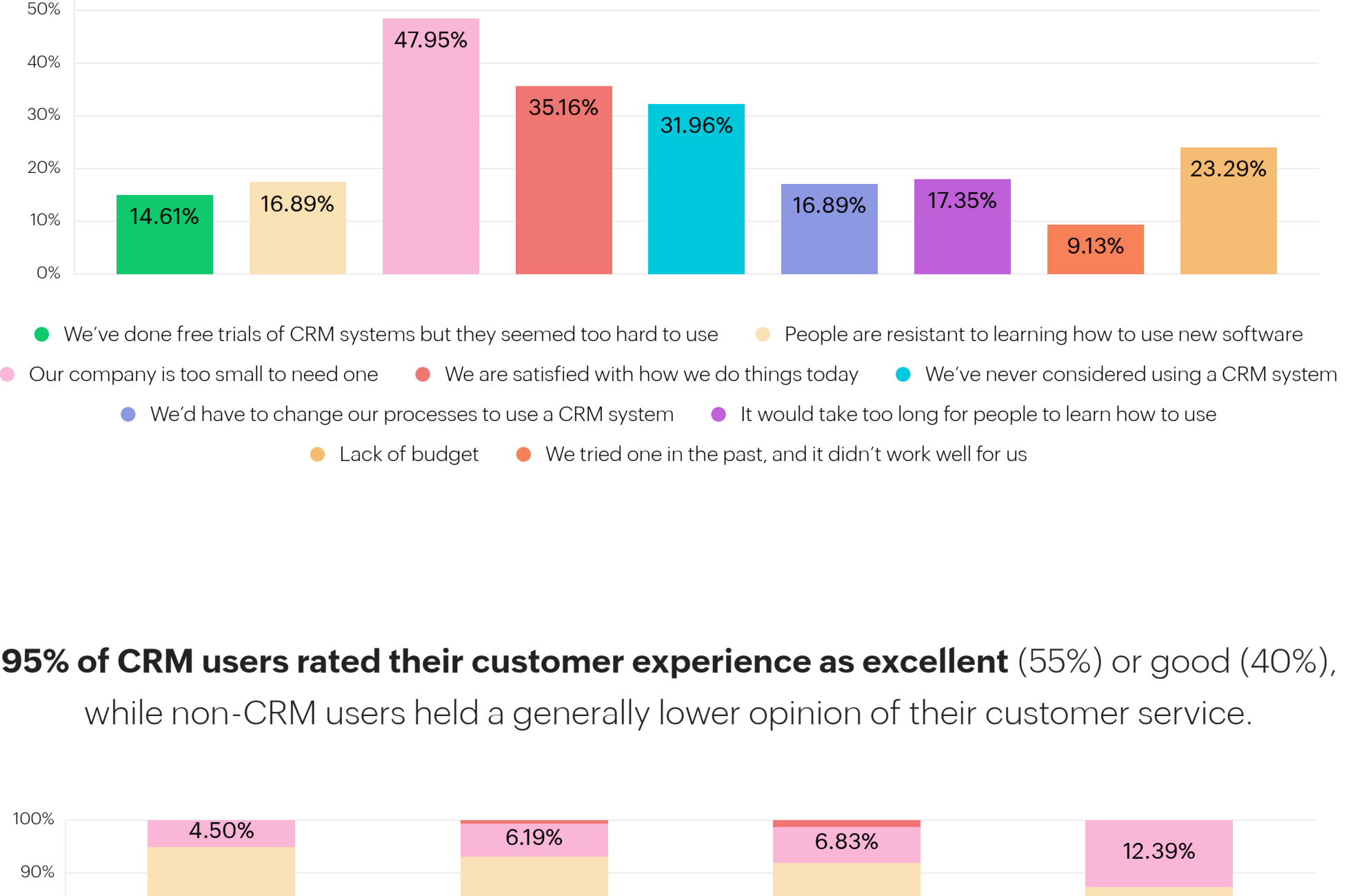
More than half of the respondents (52%) **spend over \$100** for their CRM.



**42% of respondents save 5-10 hours a week** thanks to their CRM.



When asked about why their business isn't considering a CRM system, **nearly half of the respondents (48%) mentioned that their company is too small to need one.**



**95% of CRM users rated their customer experience as excellent (55%) or good (40%),** while non-CRM users held a generally lower opinion of their customer service.

