



Can “Pop-Up” Technology Activate
Your Frontline Cross-Sell Efforts
and Save Your CRM
Implementation from Failure?

Between 30%-70% of CRM implementations fail to achieve expected ROI, depending on which statistics you choose to believe. Why? It's simple. CRM is more than just a technology acquisition; it is a business culture with well defined and measurable business objectives. As software goes, your CRM may be the best, but your business culture may find a disconnect from the technology and the job of servicing the customer.

"I don't have time to check CRM when I am with

