



TROOPS

A TROOPS REPORT

System to Human: The State of CRM + Messaging

Your data needs to be where your people are



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Introduction:

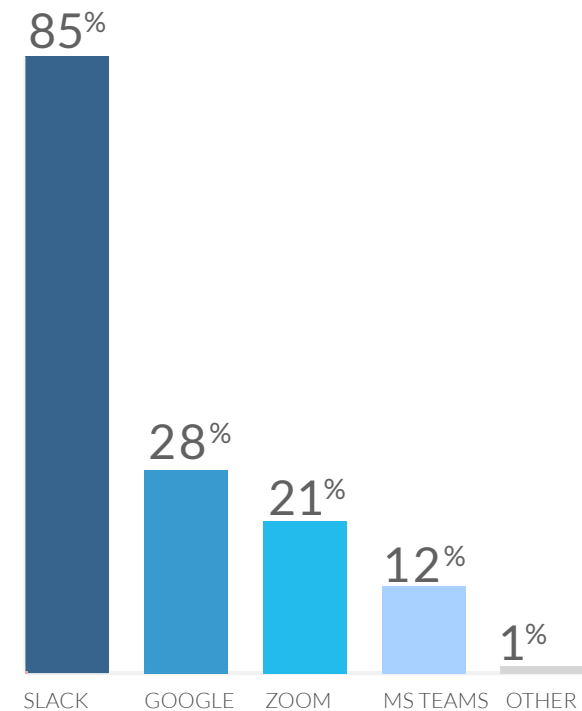
Unless you've been living under a rock for the past few months, you've probably heard that CRM powerhouse Salesforce is acquiring hypergrowth collaboration platform innovator Slack for nearly \$28 billion. As Marc Benioff [said](#), "[this] is a story of two companies coming together and it's a 1+1=3 equation. This is Salesforce and Slack. It's really a marriage made in heaven."

And Salesforce is not alone: [Microsoft invested \\$250 million](#) in growing sales and partner support for Dynamics 365 and Power Platform. Not to mention the company's significant bets on Microsoft Teams as a messaging and collaboration platform. In fact, during an [earnings call in October 2020](#), CEO Satya Nadella talked about the way that the 115M Microsoft Teams users were creating a platform effect and driving usage for Microsoft's Dynamics CRM, a Salesforce Competitor.

And even more recently, SAP and Microsoft [extended their partnership](#) by integrating Microsoft Teams with SAP Sales Cloud to "simplify remote selling processes by bringing greater speed and productivity for account executives who no longer need to switch between apps."

At Troops, we've been marrying data in Salesforce with people in Slack for almost five years, improving visibility, productivity, and performance for go-to-market teams at high-growth companies like DoorDash, Stripe, Twilio, and more. In addition, we've added support for systems like HubSpot, Intercom, Jira, Zendesk, and Microsoft Dynamics, as well as for Microsoft Teams.

Which messaging platform(s) is your company using for internal collaboration?



(Figure 1: The total is greater than 100% because some respondents' companies use more than one messaging platform)

CRM + Messaging Innovation Research

That's why we did a recent survey to assess the state of CRM and messaging in the market. **We fielded the survey in January, and received nearly 200 responses representing different GTM functions and levels, company sizes, and tech stacks.** We learned a lot about what's really happening with CRM and messaging, and how big the opportunity ahead will be.



What percentage of the company has adopted a messaging platform as part of their regular workflow?



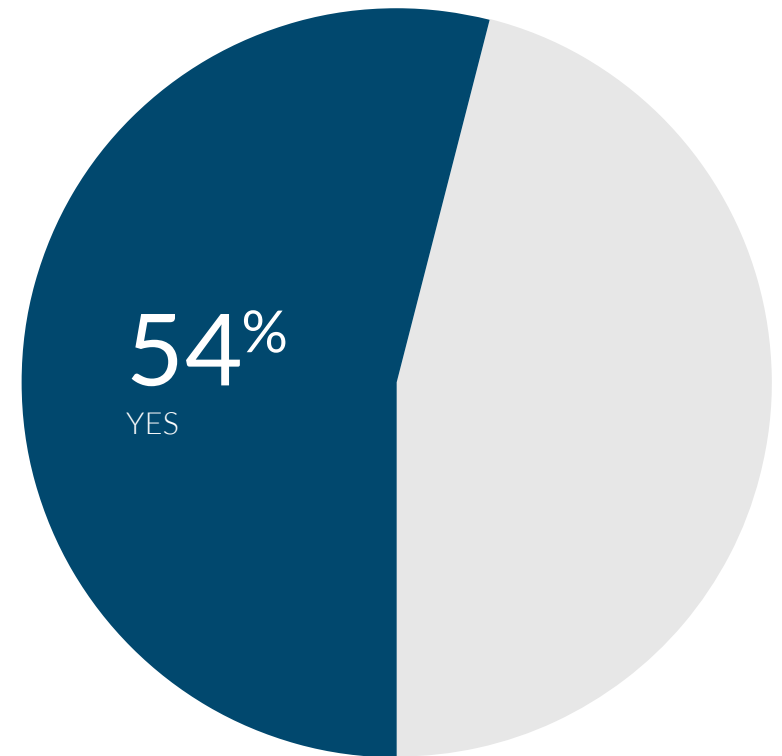
(Figure 2: Percentage of respondents that have adopted messaging as part of their workflows.)

#1: Integration of CRM and messaging is just getting started.

A little over half of our respondents have integrated their CRM with their messaging platforms (54%), in some fashion, meaning nearly half have yet to experience the benefits of getting CRM updates in Slack or Teams and being able to collaborate more effectively. Given the strategic benefits for improved data quality, visibility, team agility, and collaboration, we think there's a big opportunity for more companies to connect the data in their CRM systems with the messaging platforms their people are using all day, every day.

If you've already integrated your CRM and messaging systems, you're probably already aware of more things you can do to increase velocity through your marketing, sales, and renewal funnels. You may also want to explore connecting other systems so you make your teams more productive and provide better experiences for your prospects and customers.

Have you integrated your CRM with your messaging platform?



(Figure 6: Percentage of respondents using an integrated CRM with messaging platform.)

Platform Insights

Microsoft Teams customers lag Slack customers:

Only one in five respondents using Teams as their sole messaging platform has it integrated with their CRM. Companies that use Slack are more than twice as likely to have integrated their CRM and messaging.

All of the respondents whose companies that use both Teams and Slack have integrated their CRM and messaging platforms.

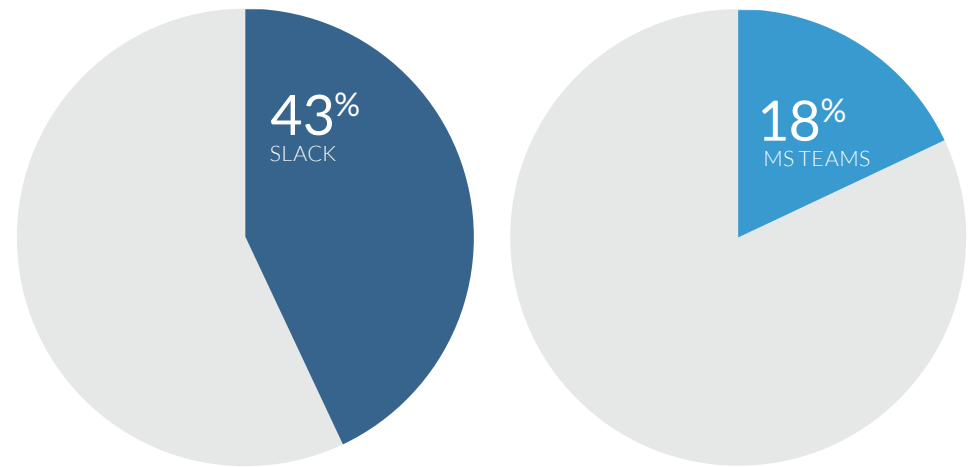
Salesforce customers lag HubSpot customers:

Almost half of Salesforce customers have yet to integrate with their messaging systems, while 87% of HubSpot customers have already done so.

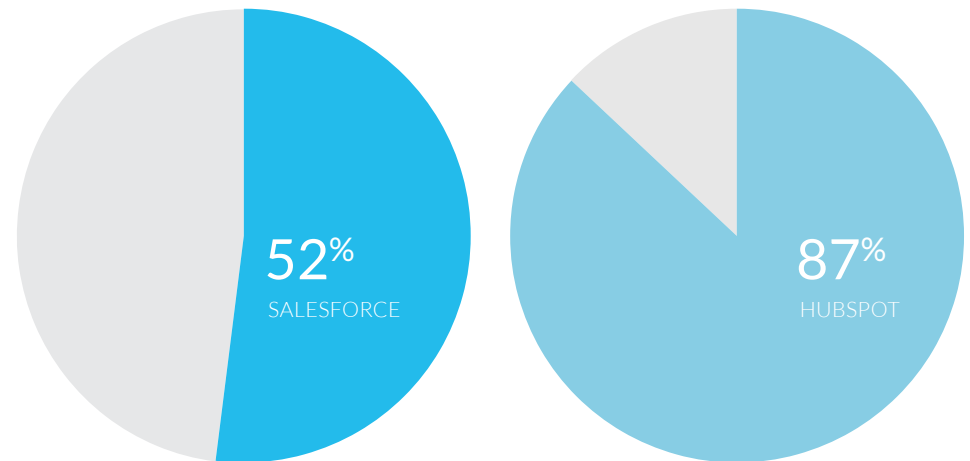
For Salesforce customers, messaging-based channels have already surpassed Chatter.

Only 18% of Salesforce customers use Chatter heavily, versus 44% that use specific messaging channels for account-based and other forms of collaboration. Overall, talking to customers in messaging interfaces is still a nascent behavior.

CRM is integrated with our messaging platform



By messaging platform



By CRM platform

(Figure 7: Percentage of respondents with CRMs integrated with their messaging platform.)

#2: You have to integrate CRM and messaging to get a true Customer 360

Visibility, CRM data quality, and deal collaboration are top of mind for our survey respondents. Top cases for integration of CRM and messaging are automatically sharing information from the CRM, updating CRM information, deal collaboration, visibility to non-CRM users, and supporting specific business processes.

66% of companies do not use messaging to connect with their customers.

There's an enormous opportunity to leverage messaging platforms to increase visibility into customer needs, improve productivity and engagement, and build stronger, more strategic customer relationships.

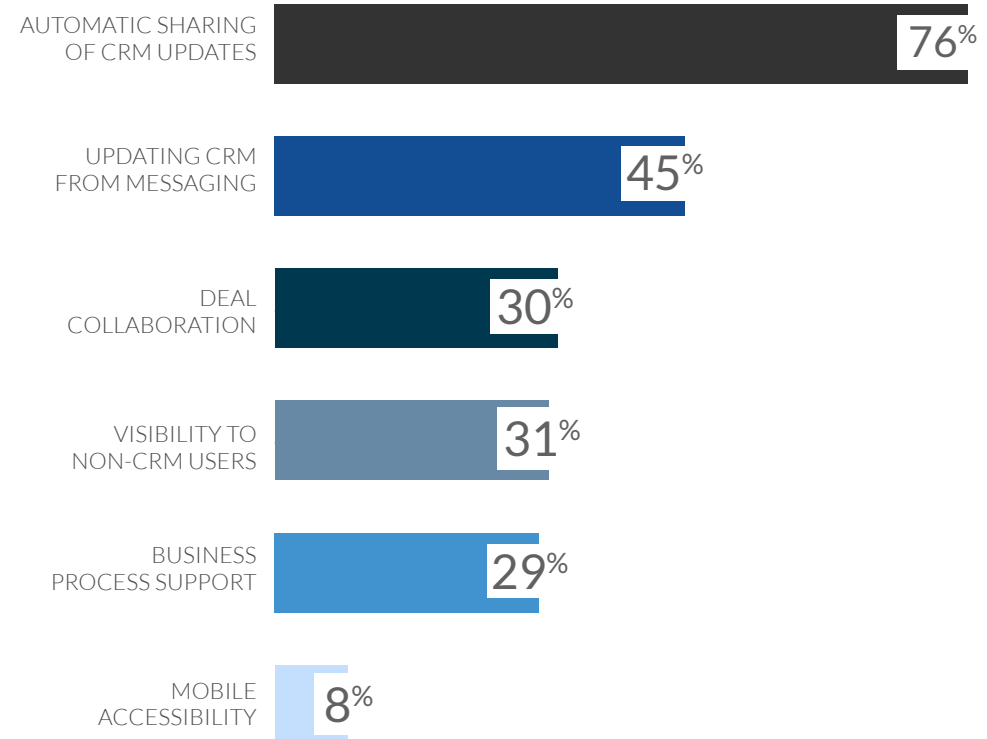
Why Integrate CRM & Messaging?

Most companies still struggle to understand everything happening across the customer life cycle in their CRM systems.

Say a big opportunity with one of your top customers gets pushed to next quarter: Or a customer you thought was at risk decides instead to expand with you. Wouldn't you like to make sure everyone who needed to know was informed and on the same page?

Asking people to dig for this information is challenging, and many people across your company may not be comfortable going into the CRM or even have access. You really think the CEO or head of product development is going to dig into Salesforce opportunity records? This is what makes delivering the right data, to the right people, at the right time in a familiar interface across your entire workforce so powerful.

Top reasons for integrating CRM and messaging



(Figure 8: Percentage of respondent that have benefited from integration of CRM + messaging.)

Updating CRM Information

Your ability to understand your customers is only as good as the quality of data inside your CRM. Data quality has been a notorious problem as long as the concept of CRM has existed, because who likes doing the admin work of data entry? Generally not frontline revenue team members, that's for sure. As a result, data quality and currency suffer.

In most companies today, people live across devices in enterprise messaging platforms like Slack and MS Teams. [The average Slack user has it open for 9+ hours a day!](#) When you give people the ability to update information in your CRM where they already are, you reduce the friction and time required for what most people consider a necessary evil. And your data gets better. That's a win for your people and your business.

Deal Collaboration

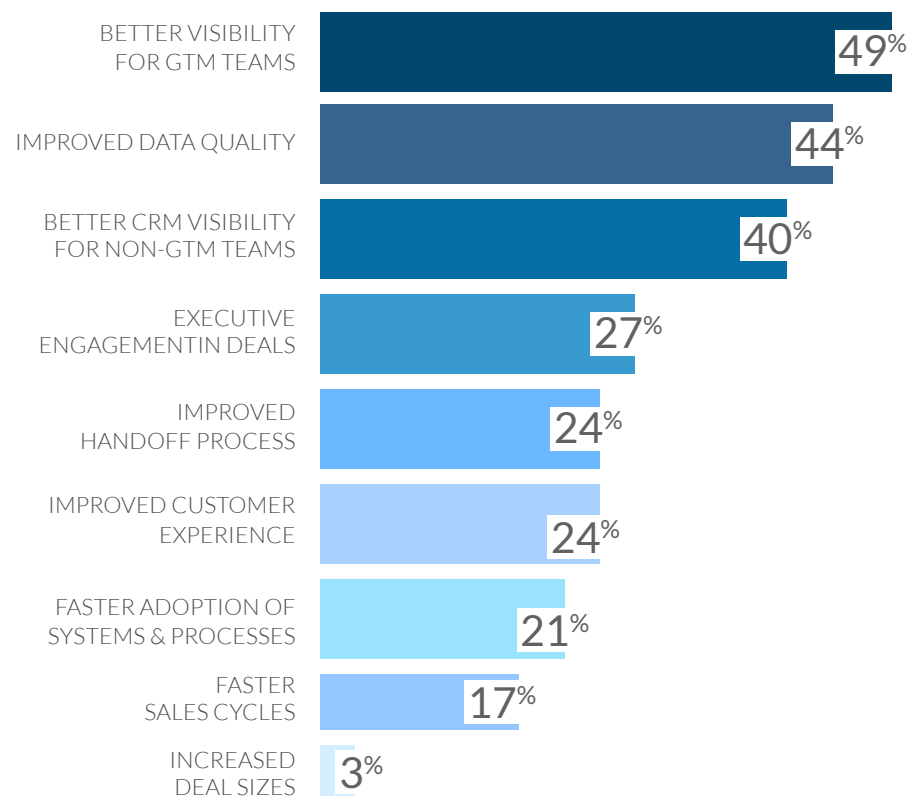
A prerequisite to any type of collaboration is visibility, followed by engagement. In the modern selling environment, more people are involved in the customer lifecycle than ever before, and many are not in core sales or success functions. They might be from the C-suite, or from your marketing or product teams, or legal or finance. Again, for most companies, the one place you can be sure your entire workforce connects is in your messaging platform.

It's no surprise then, that data indicates an organic shift towards deal collaboration in the more inclusive, responsive medium of messaging then using traditional CRM collaboration components.

Top Benefits

Better visibility, data quality, and executive engagement are the benefits that matter most. And guess what? **Integrating CRM and messaging delivers the benefits that the top use cases indicate are the "most wanted."** It's no wonder more and more companies are looking to leverage their messaging platforms to share data and drive productivity and process improvements, too.

What are the primary benefits your company has seen by integrating



(Figure 9: Percentage of respondent that have benefited from integration.)

For Salesforce customers, messaging-based channels have already surpassed Chatter.

As noted above, only 18% of Salesforce customers use Chatter heavily, versus 44% that use specific messaging channels for account-based and other forms of collaboration ... AND among those Chatter users, 75% also use messaging channels for deal collaboration. In earlier analysis we did using aggregated product data from [Troops](#) customers (companies we'd consider "early adopters" of CRM + Messaging),

70% of customers had a dedicated channel named after an account or opportunity.

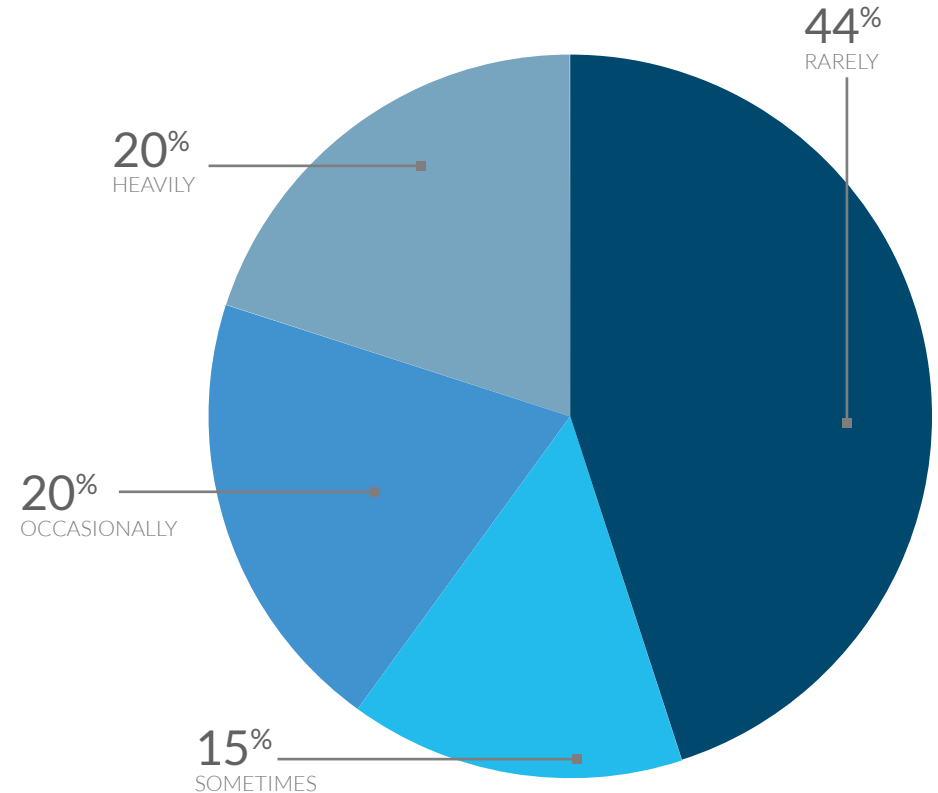
Clearly, this is where the world is going.

At face value, the concept of integrating your CRM and messaging platform may seem straightforward, especially in a world of iPaaS and off-the-shelf integration solutions.

Our experience, based on work with hundreds of customers over almost five years, tells quite a different story, especially when dealing with complex enterprises.

The challenge of connecting your humans with your data isn't just due to the increasing number of CRM and backend systems that contain information about your customers and prospects.

How heavily does your company use Chatter?



(Figure 10: Percentage of respondents usage of messaging platforms.)

#3: Integration strategies need to accommodate multiple systems AND instances.

Many companies, especially at the enterprise level, have yet to unify on a single messaging platform.

Amongst survey respondents, 37% of companies are using more than one messaging system. Anecdotally, we have seen this frequently over the years where an R+D team may be using Slack, while the GTM teams might be using MS Teams. Though any CIO would tell you this is less than ideal, in the near term being able to support and centrally manage multiple messaging interfaces can help unlock a 360-degree view of the customer.

Our survey clearly shows that native integrations can't handle the requirements of most customers, at least not sufficiently to entice them to use it. Most companies rely on other ways to integrate, which indicates the need for more robust capabilities.

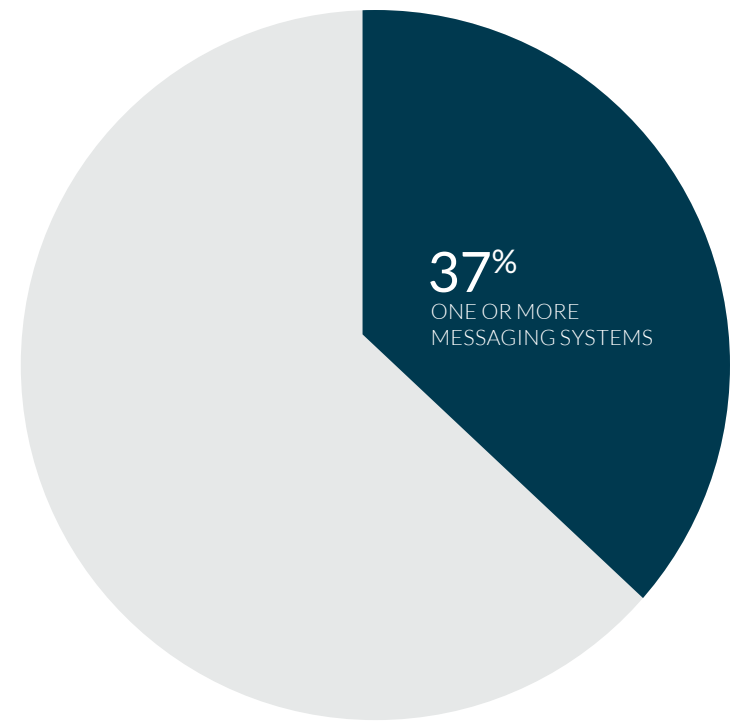
INTEGRATION SOLUTIONS

Over 20% of respondents indicated that more robust functionality and flexibility as well as connections to other systems and data were their primary integration challenges.

As companies grow, whether by adding new lines of business or via acquisitions, integration challenges only increase.

A third of companies responding to our survey have more than one CRM instance, and all have multiple systems integrated with their CRMs. For any company to truly get a 360-degree view of their customers, they need to connect all of their CRM data sources.

Does your organization use more than one messaging system?



(Figure 11: Percentage of respondents that are using one or more messaging systems within their organization.)

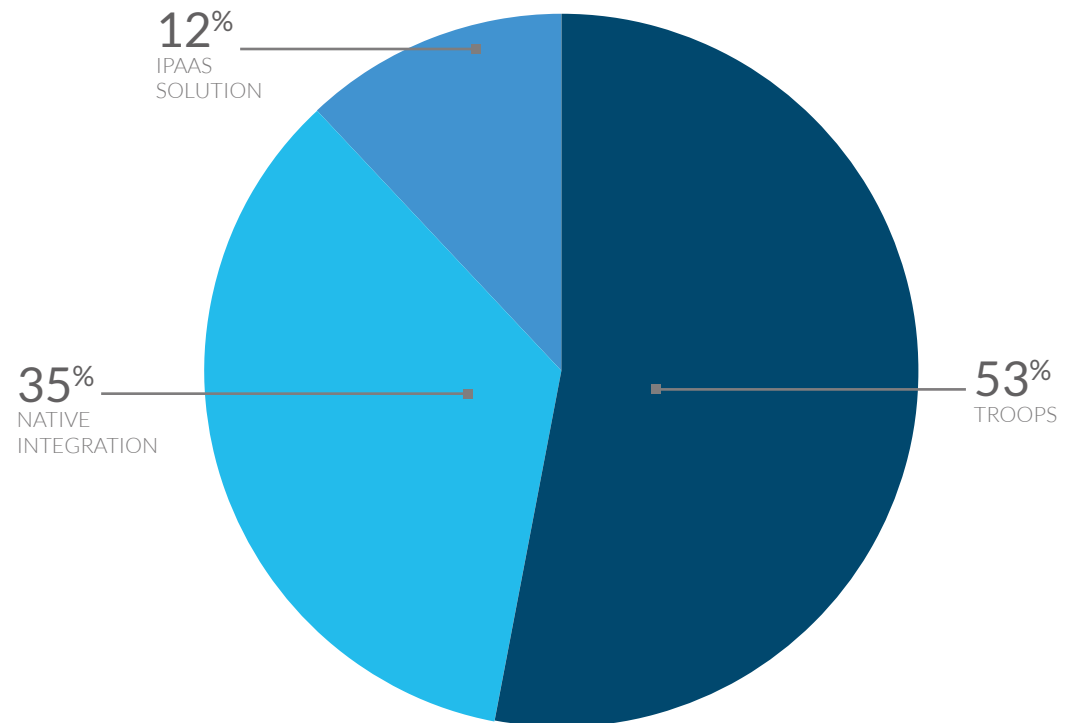
#4: The future is codeless.

The speed and ease with which companies can introduce and adapt integrations is a key determinant of their ability to uncover value and respond to the market.

This means “unsilo-ing” the ability to build and manage automations outside small, highly technical and operational teams. If someone wants to stay on top of a specific piece of information or create a reminder to update information, they shouldn’t have to file an internal ticket to have this need met months later. Just like data from your systems should be delivered “at your service,” building automations should also be self-service, whether you’re the CEO, a GTM leader, or an individual contributor.

82% of companies that are using the native integration,
are also using an additional solution to expand their capabilities

How is your CRM + Messaging integrated?



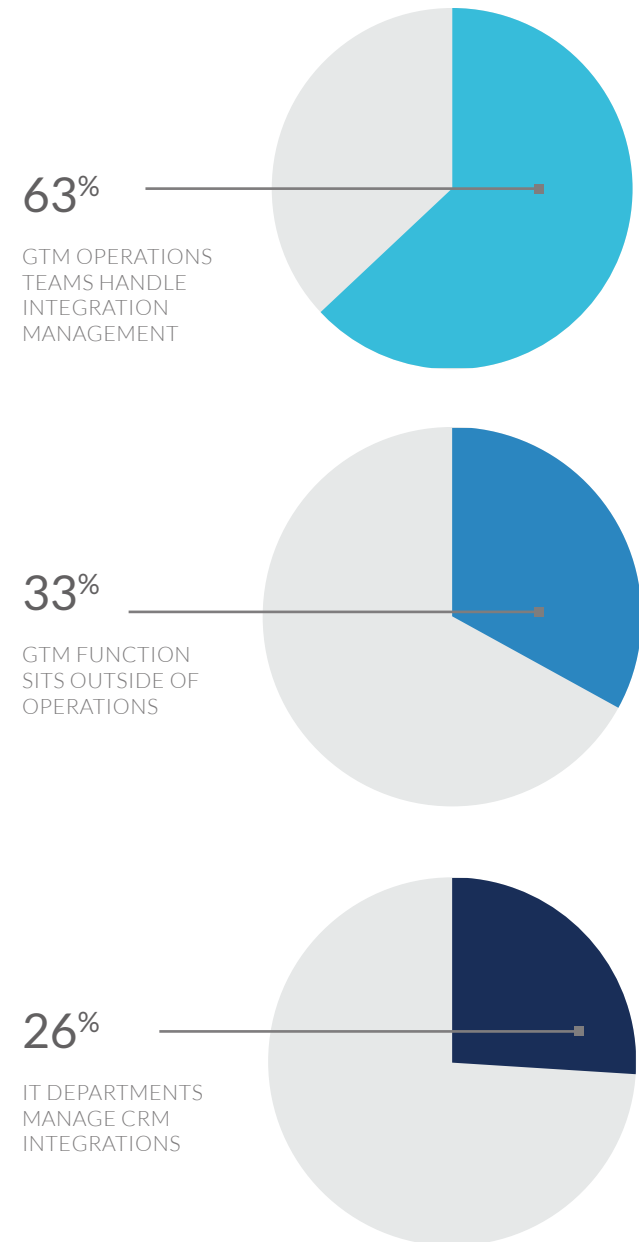
(Figure 12: *Respondents were able to select multiple integration solutions)

For that to be realistic, integration solutions need to be truly codeless. Not low code. Codeless. Why?

- GTM operations teams handle 63% of integration management, mostly relying on third-party tools.
- **1/3 of integrations today are built and managed by people outside of IT**
- Soley IT manages these integrations amongst 26% of respondents

This is exactly why we've seen [Troops](#) adoption grow at companies like Slack and Twilio, where employees at all levels are building automations that improve visibility and increase productivity, and then sharing them to help others benefit, too.

Who at your company currently builds or manages automations?

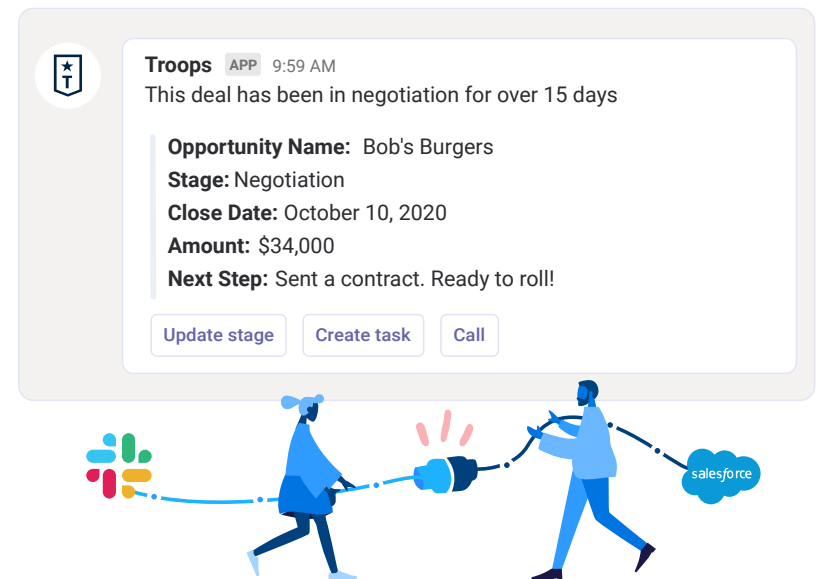


(Figure 13: Percentage of respondents responsible for integration)

CRM + Messaging: Beyond “just” connecting systems

Our survey shows that there are both challenges and benefits to integrating your CRM systems with the messaging platforms where your people live and work the majority of their time. But there’s more to it than just connecting systems and messaging. You need to be able to manage users and roles, understand individual usage and adoption, and see what’s working. To truly reap the benefits consider the following:

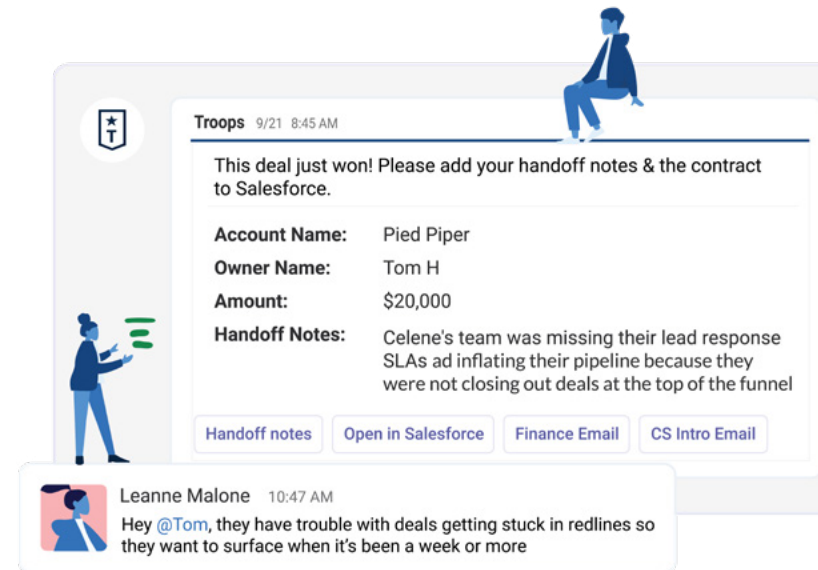
- What use cases matter most to your teams?
- Which users are succeeding or who might need help?
- Where are executives getting more engaged to drive the business?
- How are you measuring productivity improvements?
- What’s the impact on hiring, on-boarding, and ramping new GTM team members?
- How will you manage and share automations and workflows?



Where we are heading for CRM + Messaging

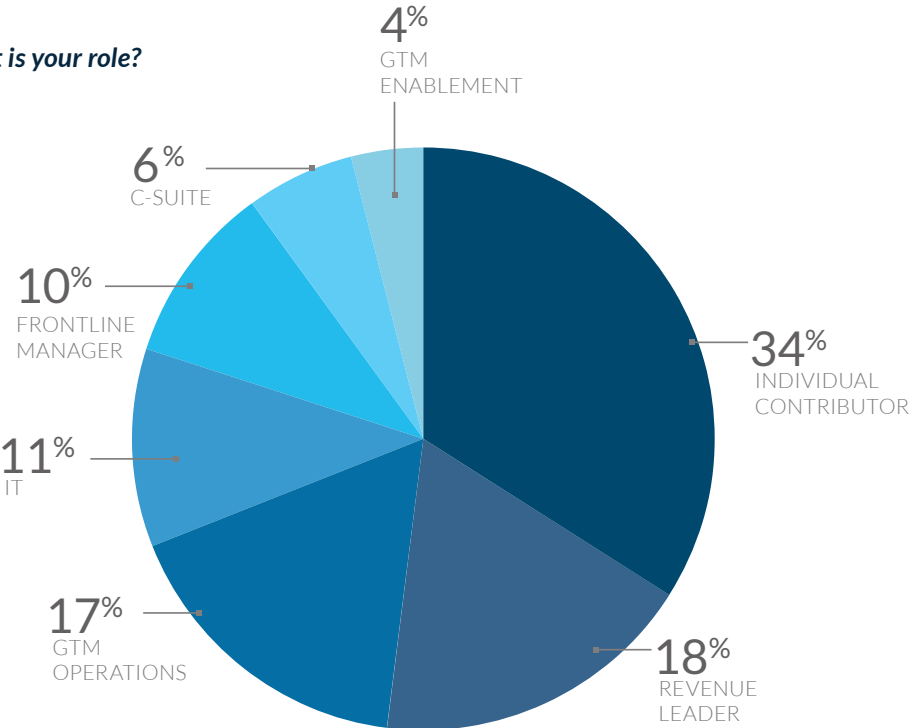
We're still in the early stages of adopting new engagement platforms like MS Teams and Slack to make work easier, and connecting key business systems like your CRM into those platforms. The benefits for those that make the connections are striking, and as many companies explore more ways to surface key data and share it with their people in Slack and Teams, we'll see increasing desire for more complex and specialized capabilities, such as:

- Connecting multiple systems and being able to send notifications based on multi-system changes (e.g., a customer's NPS score goes down and there's a big expansion opportunity that just changed stage)
- Allowing users to see when things related to customers they care about occur in systems they either don't spend time in or to which they may not have access.
- More complex and comprehensive account-based channels for collaborating on important deals and supporting customers.
- Sharing channels with customers to improve communication and response times and build stronger relationships.
- Talking to prospects in shared messaging channels and communities.



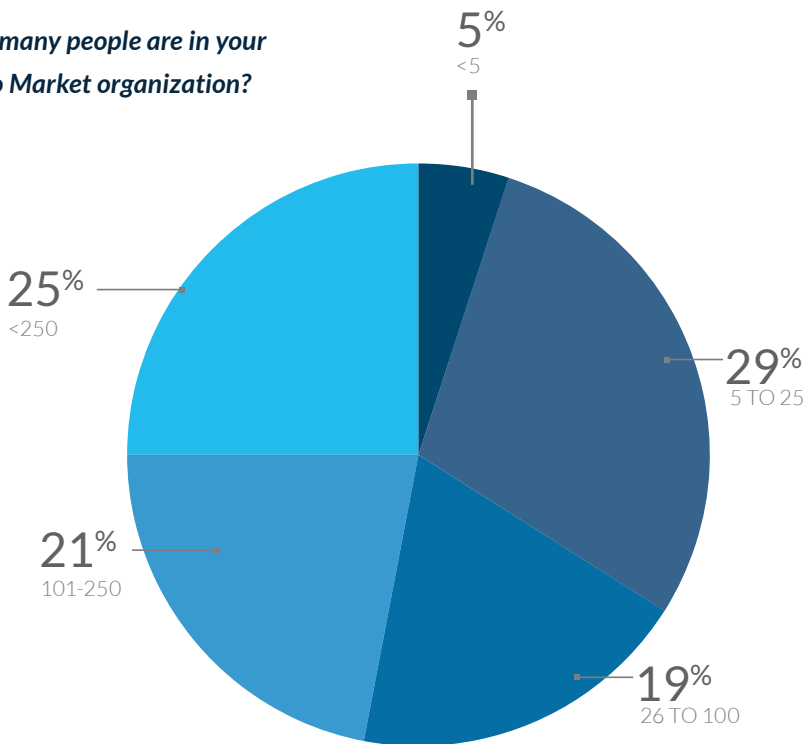
Survey Demographics

What is your role?



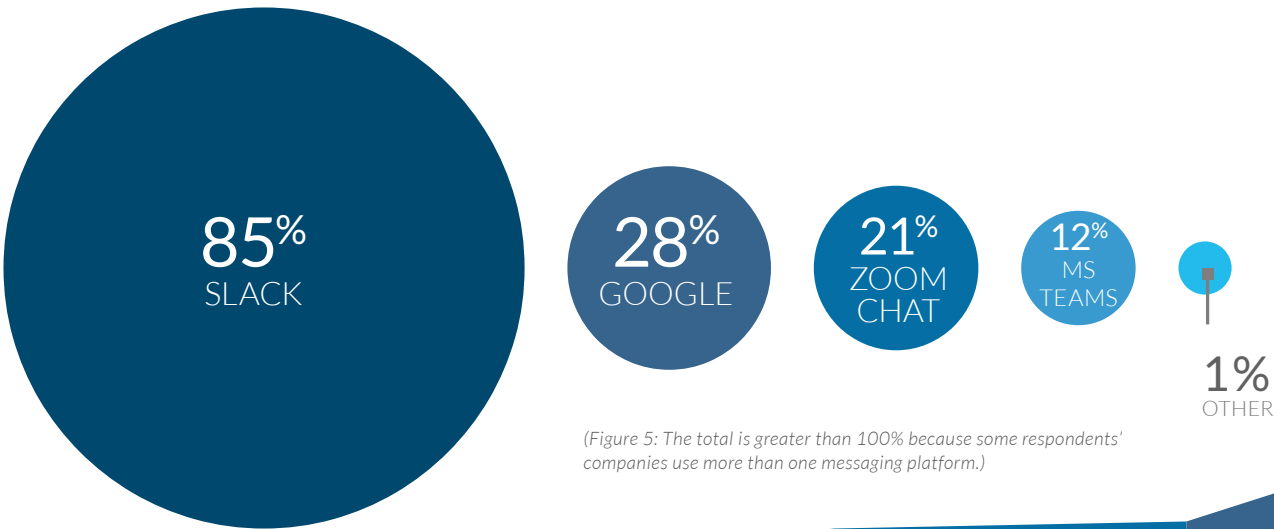
(Figure 3: Respondent Roles)

How many people are in your Go To Market organization?



(Figure 4: Go-to-Market Team Size)

Which messaging platform(s) is your company using for internal collaboration?



(Figure 5: The total is greater than 100% because some respondents' companies use more than one messaging platform.)

We've only just begun . . . to integrate CRM & messaging. So what did we find from our survey?

Here are the top takeaways:

#1: Integration of CRM and messaging is just getting started.

MS Teams customers lag Slack customers in terms of integrating CRM, but still less than ½ of Slack customers are actually integrated. For Salesforce customers, messaging-based channels have already surpassed Chatter revealing that real-time messaging is the new place for customer 360 and account based collaboration.

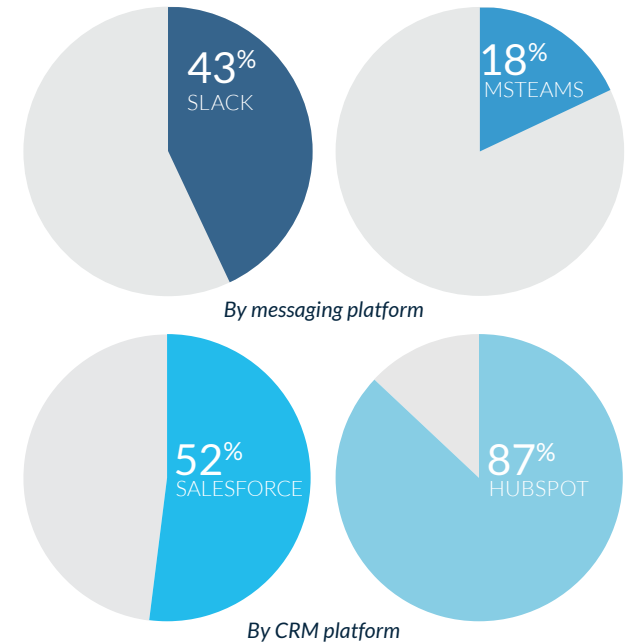
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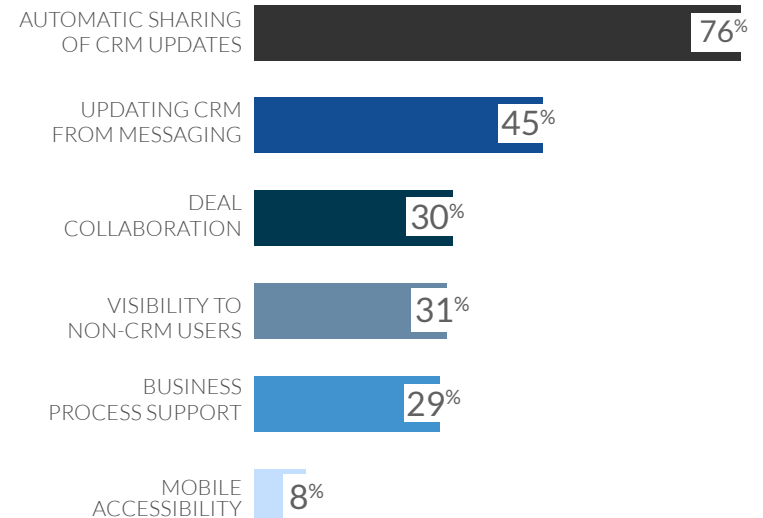
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CRM is integrated with our messaging platform



(Figure 7: Percentage of respondents with CRMs integrated with their messaging platform.)

Top reasons for integrating CRM and messaging



(Figure 8: Percentage of respondent that have benefited from integration of CRM + messaging.)

#3: Integration strategies need to accommodate multiple systems AND instances.

Many companies, especially at the enterprise level, have yet to unify on a single messaging platform.

Amongst survey respondents, 37% of companies are using more than one messaging system. Over 20% indicated that more robust functionality and flexibility as well as connections to other systems and data were their primary integration challenges.

It's not surprising that 82% of native CRM integration users are also relying upon an additional 3rd party solution to achieve additional capabilities.

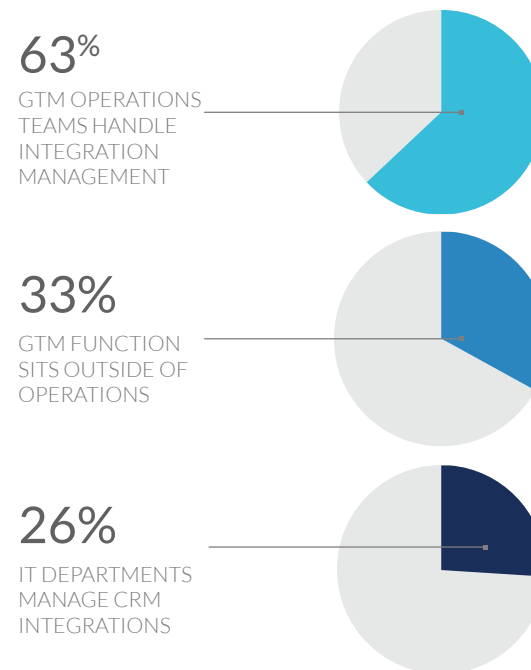
#4: The future is codeless.

GTM operations teams handle 63% of integration management, mostly relying on third-party tools.

And 33% of integrations and automations are built and managed by people outside of ops and IT such as frontline managers, indicating that the future is empowering the entire enterprise to autonomously build codeless workflow.

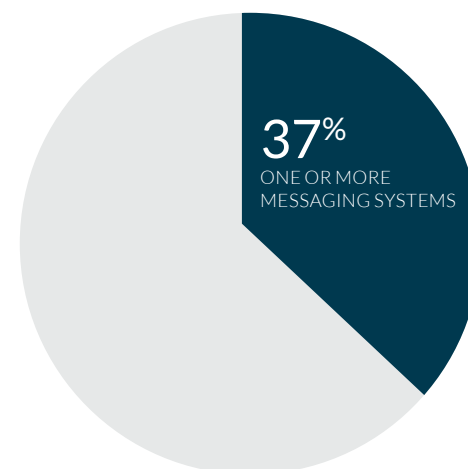
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(Figure 11: Percentage of respondents that are using one or more messaging systems within their organization.)

Are you ready to unlock and understand the value of integrating your CRM and Messaging platform across your workforce?

Just look at some of the benefits world class go to market organizations have been able to achieve with the [Troops](#) revenue communications platform. Automatic, responsive, fast, easy to deploy, and ensures proper execution. When the right signals and data get to the right people at the right times, they can ramp faster, learn as they go, and win more.

Accelerate performance & empower people

 **INTERCOM** saw a 261% increase in average deal size.

 **dynamic yield** saw a 20% increase in deal size and 30% increase in win rates.

 **scout**[®] 100% increase in average deal size
A Workday Company

 **LaunchDarkly** saw a 50% increase in executive deal engagement, which improved win rates



Drive CRM Engagement and Adoption

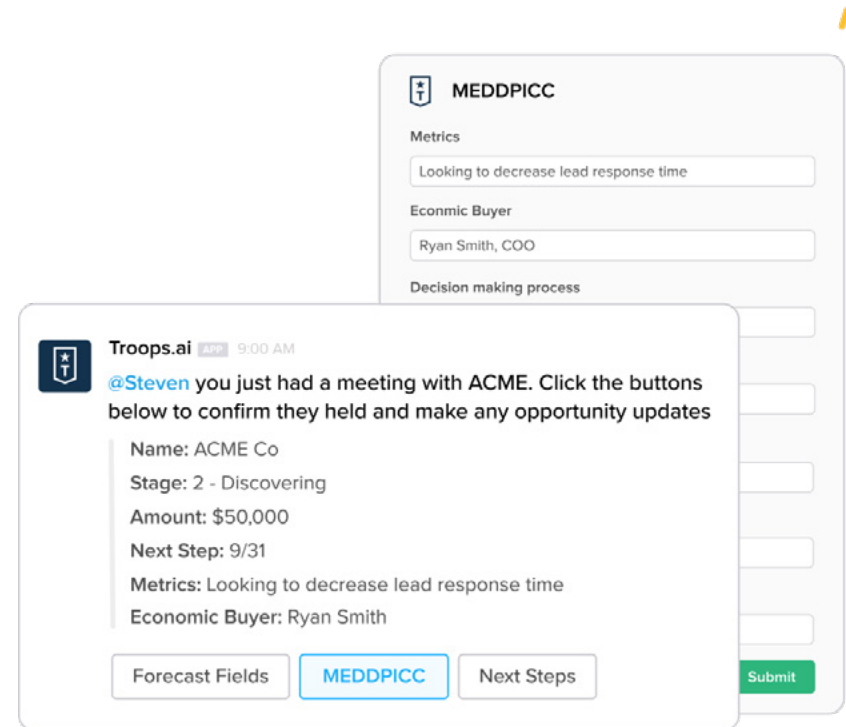
Get better data and accelerate CRM adoption by meeting people where they like to work, across devices.

 **GitLab** made 2.4k CRM updates with Troops, taking action on 80% of Troops signals sent

 **Square** saw a 20% improvement in forecast accuracy

 **degreed** saw a 25% improvement in forecast accuracy

 **stackoverflow** saw a 30% improvement in renewal pipeline forecasting



The image shows a user interface for Troops.ai. A message from Troops.ai is displayed, stating: "@Steven you just had a meeting with ACME. Click the buttons below to confirm they held and make any opportunity updates". Below the message, there is a form with the following fields: Name: ACME Co, Stage: 2 - Discovering, Amount: \$50,000, Next Step: 9/31, Metrics: Looking to decrease lead response time, and Economic Buyer: Ryan Smith. At the bottom of the form, there are three buttons: Forecast Fields, MEDDPIC (highlighted in blue), and Next Steps. To the right of the message, there is a larger form titled MEDDPIC. It has a section for Metrics with the text "Looking to decrease lead response time", a section for Economic Buyer with the text "Ryan Smith, COO", and a section for Decision making process. A green Submit button is located at the bottom right of the MEDDPIC form.

Gain productivity, improve efficiency, and hit SLAs

Accessible, easy to use, connected, and flexible. Troops gets the signal and the data and the action to the humans who need it, when and where they need it, saving time and eliminating context switching.

 **Envoy** reps saved ~1hr / day.

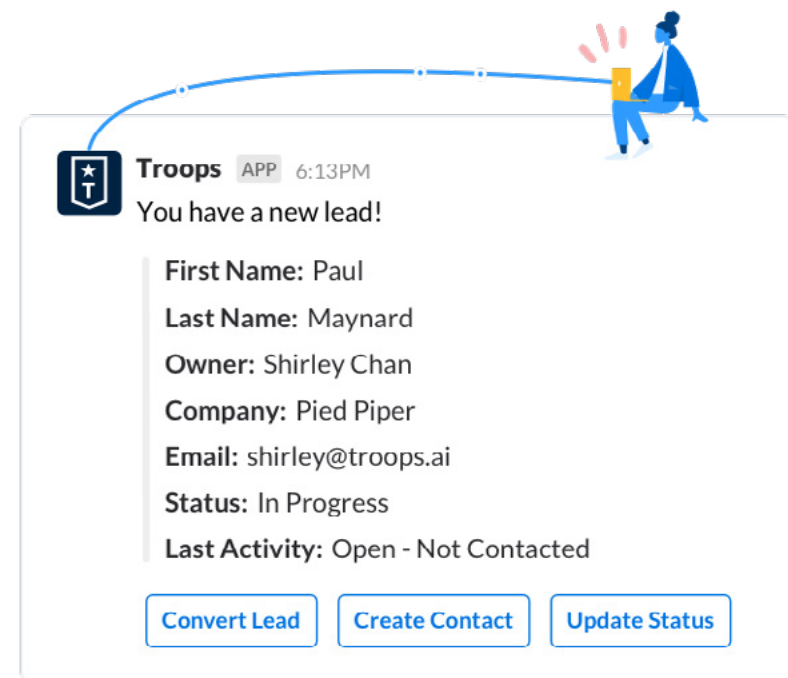
 **DOORDASH** saved managers 10hrs/mo.
and reps 9hrs/mo.

 **twilio** saved reps ~5 hours/week

 **SISENSE** saw a 3X improvement in lead response time

 **thycotic** improved case resolution SLA to 99%

 **stackoverflow** cut deal approval times by 93%



CRM + MESSAGING:

Respond to the market faster, save time, and increase the value of the systems and clouds you already have.

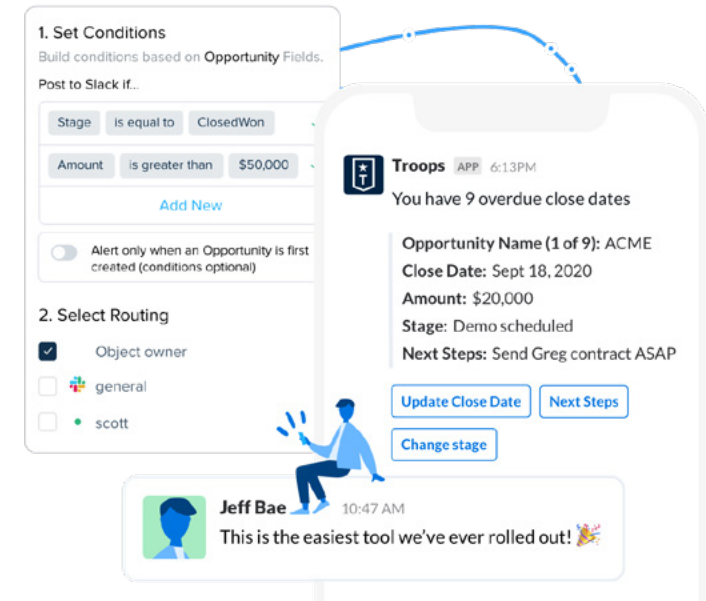
Lightweight, codeless, and powerful. Connecting your systems and building workflows takes minutes not weeks with Troops. Empower everyone in your enterprise to build automations to get the data they need.

wework went from 2 weeks to 2 minutes to deploy use cases

INTERCOM went from 4 months to 1 week to deploy gcal integration

slack reports over 300+ business users building automations

Lucid saved an entire SFDC admin headcount



Troops is easy to use, fast time to value, and costs less than another Salesforce admin or ops headcount.

Troops closes the gap between the data in systems and the people who need it, without adding yet another data source, increasing the value of the systems and apps you already have. And it's easy to deploy and use, so time to value is fast.

CRMS SUPPORTED:



MESSAGING PLATFORMS SUPPORTED:



OTHER SYSTEMS SUPPORTED:



And many more coming!





Put your data to work. Unleash your teams' potential.

You've made big investments in CRM systems, data, and tools. And in the people on your go-to-market teams. Troops is the fastest, easiest way to improve your marketing, sales, and customer success processes and performance by putting your data to work. And getting it to your humans when and where they need it, so they can do all the right things and deliver better customer and prospect experiences so you win, retain, and expand more opportunities.

Unlock your data. Unleash your teams' potential. [Get Troops](#). Let your people work like humans. And watch them become superhuman.

Get started for free, see a live product tour, or talk to someone on our team at [Troops.ai](#)