



THE CUSTOMER SUCCESS PLATFORM
SALES SERVICE MARKETING COMMUNITY ANALYTICS APPS

Salesforce Customer Relationship Survey Results

May 2015

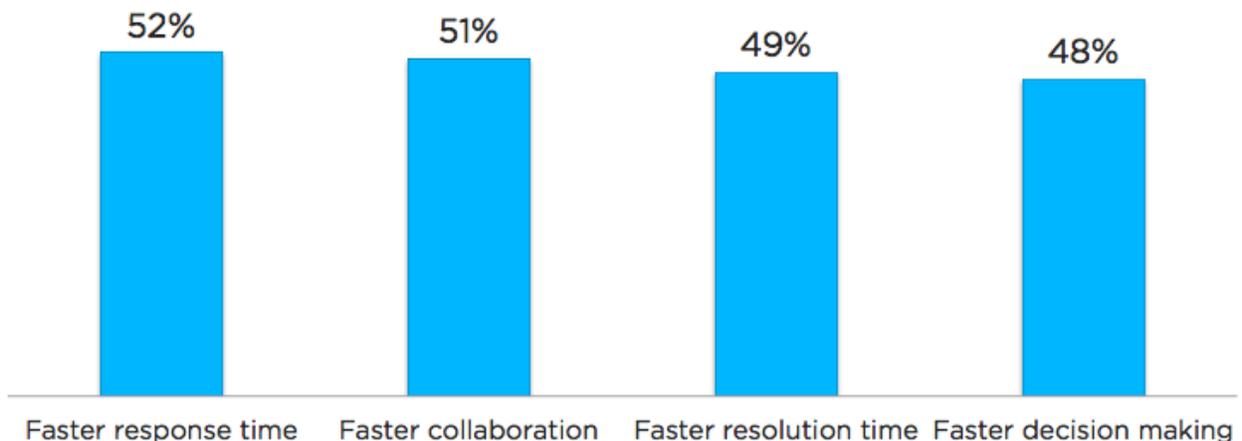
Salesforce, the Customer Success Platform and world's #1 CRM company, has released the results of its biannual customer relationship survey of more than 4,600 global customers conducted by independent research firm Confrimit Inc. The relationship survey assesses various aspects of the relationship between Salesforce and its customers, including customer loyalty, customer satisfaction, and return on investment achieved.

A total of 4,626 responses to the survey were received from English, French, German, Japanese, Spanish, Portuguese, and English UK speaking customers worldwide. The respondents were randomly selected and represented organizations of all sizes, across the globe, from 72 countries, and 15 industry sectors. Response sizes per question vary.

Executives Improve Business Metrics with Salesforce

When survey respondents were asked about percentage improvements in performance metrics, the survey found these average improvement achievements:

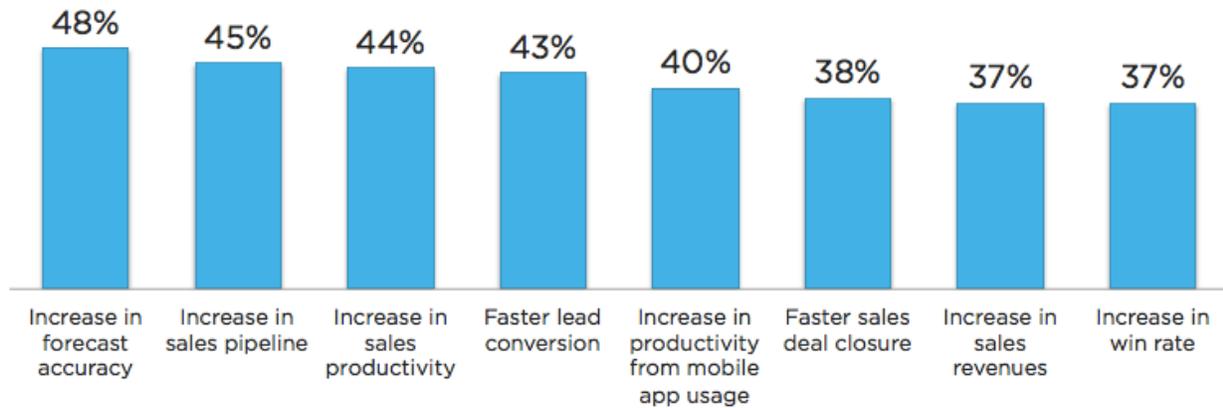
Average Percentage Improvements Reported by Salesforce Customers



When survey respondents in sales, sales operations, and executive business management roles were asked about percentage improvements in sales performance metrics, the survey found these average sales improvement achievements:

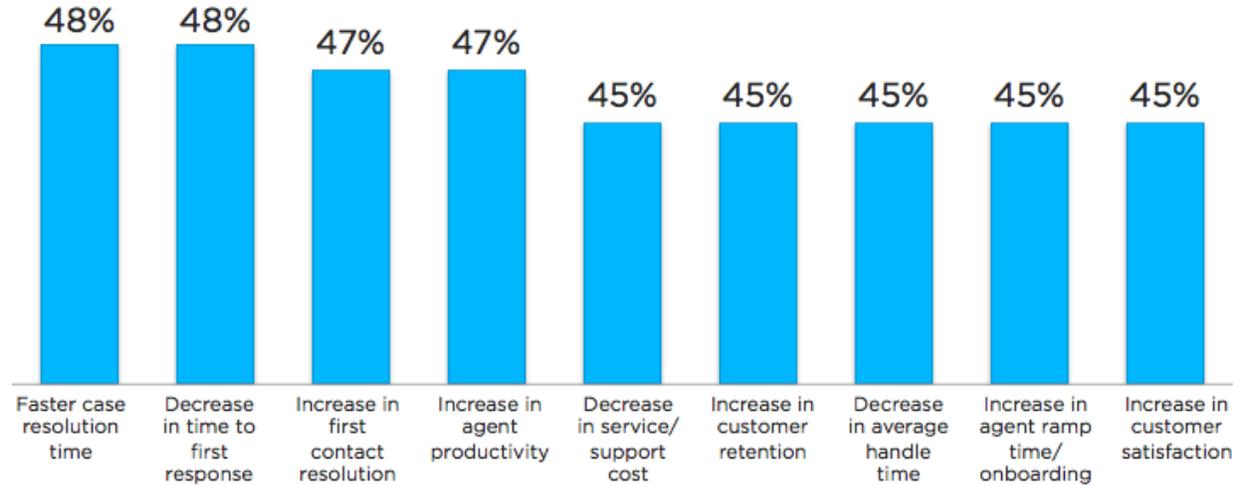


Average Reported Percentage Improvements in Sales



When survey respondents in customer service/support management and executive business management roles were asked about percentage improvements in customer support performance metrics, the survey found these average customer support improvement achievements:

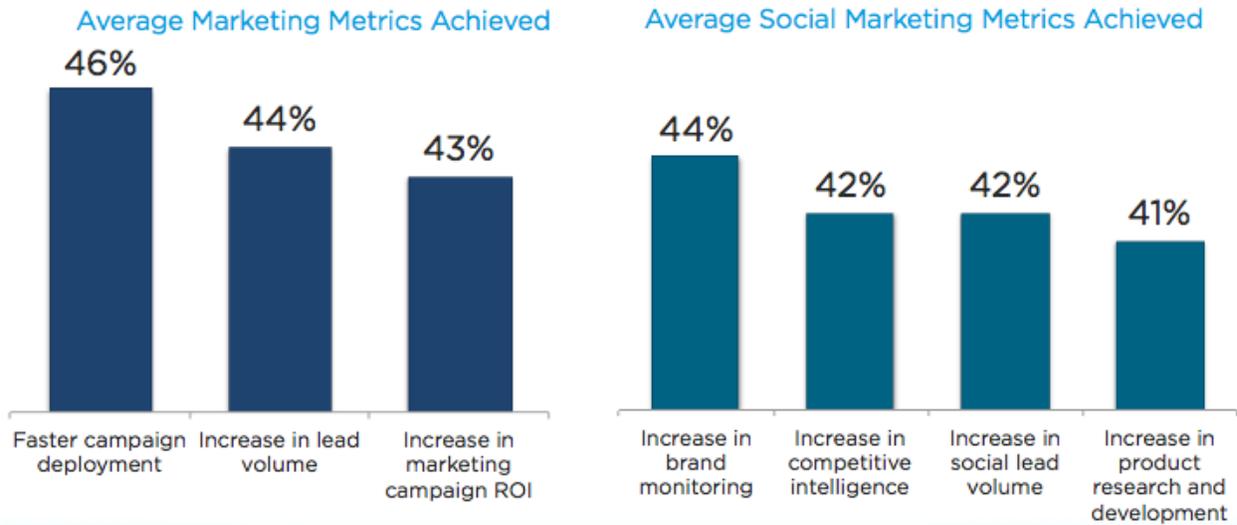
Average Reported Percentage Improvements in Service and Support



When survey respondents in marketing management and executive business management roles were asked about percentage improvements in marketing and social marketing performance metrics, the survey found these average marketing improvement achievements:

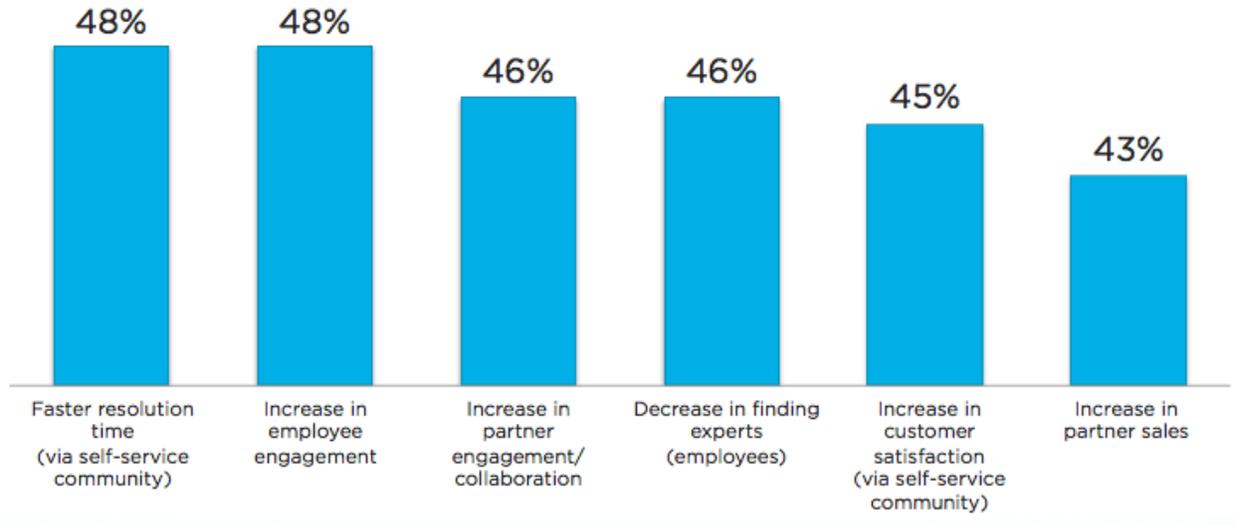
Average Reported Percentage Improvements in Marketing and Social Marketing





When survey respondents in sales, operations, customer service/support, HR, IT, and executive business management roles were asked about percentage improvements in customer, partner, and/or employee engagement, from creating communities of action using Salesforce Community Cloud, the survey found these average improvement achievements:

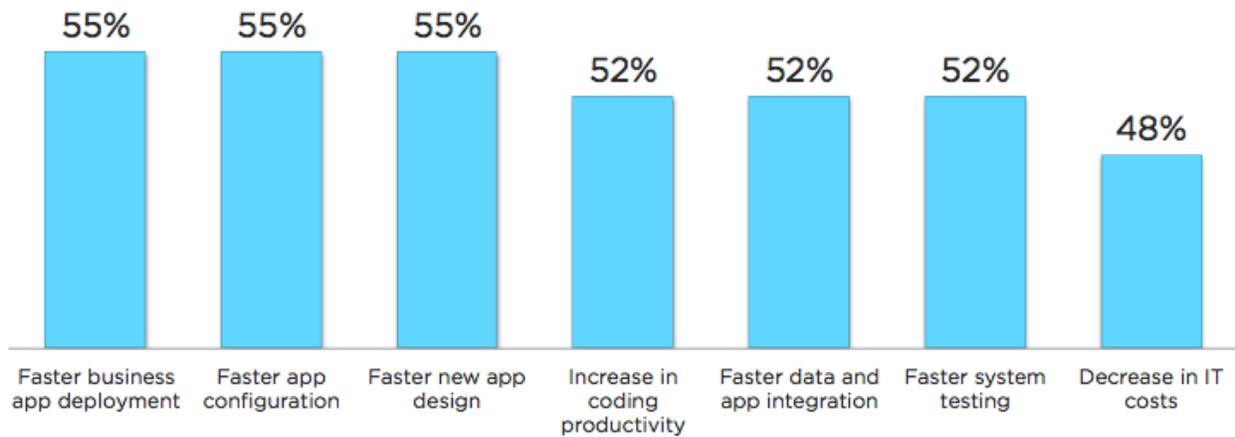
Average Reported Percentage Improvements from Communities:



When survey respondents in IT roles were asked about percentage improvements in IT metrics, the survey found these average IT improvement achievements:

Average Reported Percentage Improvements from Using the Salesforce1 Platform





In fact, business executives report achieving an average return on investment (percentage of return for the money invested) of 50% in just over 1 year (14 months). Sixty-eight percent reported achieving higher than anticipated business value or the business value they anticipated, while 19% didn't know yet.

Business executives also reported implementing Salesforce in 3 months on average (90 business days), and that user adoption was quite high for Salesforce with the average adoption reported at 73% (percent of licensed users using Salesforce with some amount of regularity sufficient for their job requirement).



Salesforce Customers are Extremely Loyal

The survey found that 88% of customers indicate they definitely or probably will recommend Salesforce to others. In fact, 71% have already recommended Salesforce to a colleague. The survey also found 48% of customers indicate they plan to extend their usage of Salesforce over the next 12 months, while 35% plan to keep their usage as is, and 10% don't know.





Key Drivers of Satisfaction

Reliability is the number one driver of satisfaction. The remaining top 9 drivers of satisfaction with Salesforce are: security; software quality; breadth of CRM features; ease of system administration including managing users; system performance/speed; depth of CRM features; ease of use; the Salesforce1 Platform for building and customizing cloud computing business applications; and ease of training new users.

The Salesforce Customer Success Platform

The Salesforce Customer Success Platform brings together cloud apps for sales, service, marketing, community, and now analytics, all on the Salesforce1 Platform. It provides both a system-of-record and a system-of-engagement for companies of every size and industry. Companies can grow sales faster, deliver customer service everywhere, create 1:1 customer journeys, engage with customers in vibrant communities, deliver analytics for every business user and build mobile apps, all from a single trusted platform built for customer success.

Salesforce has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM." For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com or call 1-800-NO-SOFTWARE.

About Confirmit

Confirmit helps companies collect and analyze market, customer and employee feedback to drive business growth. Visit www.confirmit.com for more information.

Note: Performance metrics are intended as a guideline based upon historical results from a sample set of customers. Results are dependent upon many different factors that are customer-specific. Therefore, actual results will vary. Response size per question varies.

