During the next three years, 60% of digital commerce analytics investments will be spent on customer journey analytics.
By 2017, 15% of sales organizations will use crowdsourced benchmarks to design their sales incentive compensation management (ICM) plans.
By 2018, 4% — and by 2020, 10% — of $1 billion-plus organizations will run all their CRM applications on SaaS.
By 2018, large organizations in mature markets will shorten the CRM replacement cycle by two years by moving to SaaS.
By 2018, salesforce.com will have over 15 million end users.
By 2018, over 100 of the 500 largest global businesses will introduce video-based chat for customer-facing interactions.
By 2018, 75% of social-only customer service agents will be blended into the customer service agent pool.
By 2018, more than 50% of commerce sites will integrate technologies from more than 15 vendors to deliver a digital customer experience.
By 2018, more than 25% of B2B sellers will offer data-driven, usage-based subscription models.
By 2018, companies that consumerize their B2B digital commerce sites will gain market share and see revenue increase up to 25%.
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By 2018, CIOs who build strong relationships with chief marketing officers (CMOs) will drive a 25% improvement in return on marketing technology investment.
By 2018, B2B sellers that incorporate personalization into digital commerce will realize revenue increases up to 15%.
Through 2018, VoC initiatives that don’t share data across the enterprise will compromise customer satisfaction and loyalty measures by 30%.
By 2017, 50% of B2B selling organizations will invest in predictive analytics solutions for prospect qualification, opportunity automation, forecasting automation and renewal management.

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By 2017, one-third of all customer service interactions will still require the support of a human intermediary

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By 2018, 50% of agent interactions will be influenced by real-time analytics.

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By 2017, 65% of sales organizations will use smartphones to drive user adoption and improve data quality for sales force automation (SFA) systems.

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By 2017, privacy will be the most valued feature in the adoption and use of consumer apps.

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By 2018, over 100 of the 500 largest global businesses will introduce video-based chat for customer-facing interactions.

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By 2018, 5% of customer service cases will be initiated by Internet-connected devices, up from 0.02% in 2014.