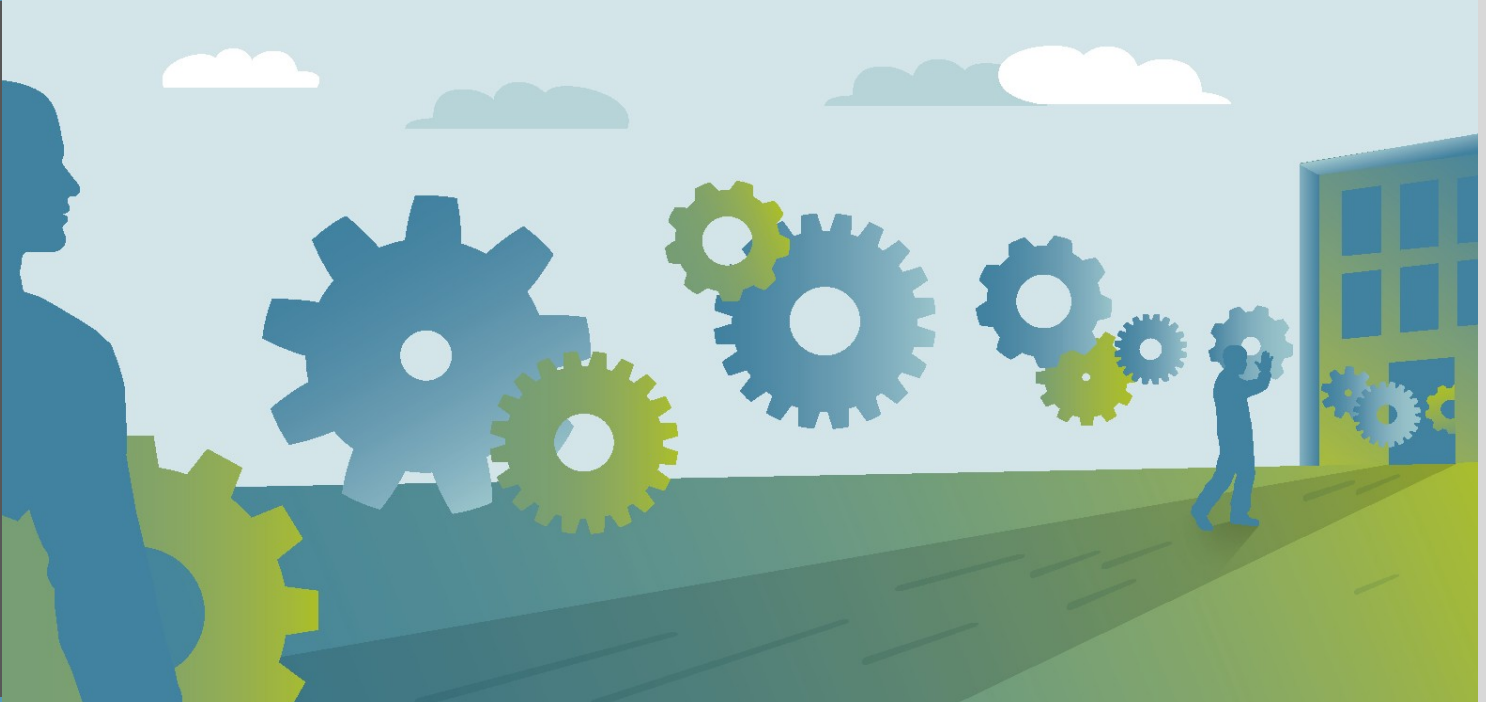


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Report: Growing SaaS Market Enables Social CRM Adoption

According to a recent study conducted by AMI-Partners, cloud-based applications are allowing companies of all sizes to establish advanced social customer relationship management (CRM) strategies.

AMI's latest U.S. SMB Cloud Services Study indicated that approximately 570,000 small- and medium-sized businesses currently use some form of Software-as-a-Service CRM. However, researchers expect this figure to grow significantly in the next few years, with the market experiencing double-digit growth rates through 2015.

"Customer engagement on social networking sites is driving SMBs to pay closer attention to their social communities," said AMI research manager Jacqueline Atkinson. "But it is the influence of the cloud that affects their decision to adopt more advanced customer solutions."

Analysts suggested that a number of financial factors are driving this trend. Due to recent economic uncertainty, customer service and retention have emerged as leading priorities. Although companies have recognized this need in the past, investment has not always materialized. With the advent of cloud-based services, businesses can now leverage the power of social CRM systems at a lower total cost of ownership.

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