



#02 INSIGHT

Why CRM implementations fail after Go-Live (& how to avoid it)

Most CRM implementations don't fail because of the technology.

They fail after go-live because the system isn't embedded into how people actually work.

Common symptoms include:

- Poor data quality
- Inconsistent pipeline updates
- Low user adoption
- Reports no one trusts
- Sales teams working "around" the CRM

These issues usually stem from three root causes.

First, unclear sales processes.

If teams don't share a common understanding of sales stages, qualification, and handover, the CRM simply reflects confusion.

Second, lack of ownership.

Without clear product ownership, CRM decisions become reactive. Fields, stages, and reports grow organically until the system becomes cluttered and hard to use.

Third, insufficient focus on adoption.

Training alone is not enough. CRM adoption requires reinforcement through leadership behaviours, pipeline reviews, and reporting that genuinely supports decision making.

Successful CRM implementations focus on:

- Designing the sales process before configuring the system
- Keeping pipelines and data structures simple
- Aligning reports to real management questions
- Supporting users through the transition, not just at launch
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A CRM should reduce friction, not create it. When implemented with the right foundations, it becomes a practical sales tool rather than an administrative burden.

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