HubSpot

The Signs of
Disconnection in Business

A Leadership Deep-Dive

Over **two-thirds** of of Australian business leaders say that over the last 12 months, they've been increasingly dealing with **slowing growth — and that previously effective strategies are declining.**

In Singapore, this figure is up to

83%

Here's how disconnection is showing up in businesses across Australia and Singapore.

Data and Systems have become more of a burden than a tool.

Australia

41%

of Australian business leaders are experiencing **challenges related to data and systems**

18%

said organisational **data and systems are disconnected** (systems don't talk, data doesn't flow)

17%

said they have **too much data and it's inaccessible**, poor quality or hard to get meaningful insights from.

6%

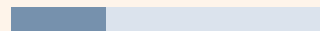said they **don't have sufficient data**, although it's well-connected.

45%

say data and systems being disconnected has **become more of a problem in the past year**, while 37% say it's gotten better in the past year.
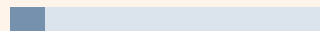
Singapore

32%

of Singapore business leaders are experiencing **challenges related to data and systems**
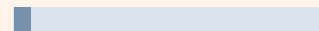
13%

said organisational **data and systems are disconnected** (systems don't talk, data doesn't flow)

12%

said they have **too much data and it's inaccessible**, poor quality or hard to get meaningful insights from.
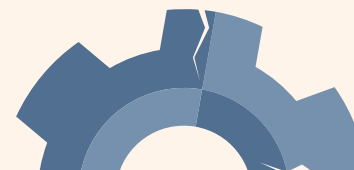
7%

said they **don't have sufficient data**, although it's well-connected.

81%

say data and systems being disconnected has **become more of a problem in the past year.**

Having hundreds of apps or solutions doesn't improve ROI

it just increases tech spend and adds more systems that employees have to update and manage, often wasting precious time.

Number of Point Solutions Relationship to Total Cost of Ownership

More point solutions = higher cost of ownership, primarily driven by increasing personnel costs associated with using multiple tools

● Personnel ● Services ● Subscription

|			
1x	1.9x	2.1x	2.5x
1	2-5	6-10	11+

Number of point solutions
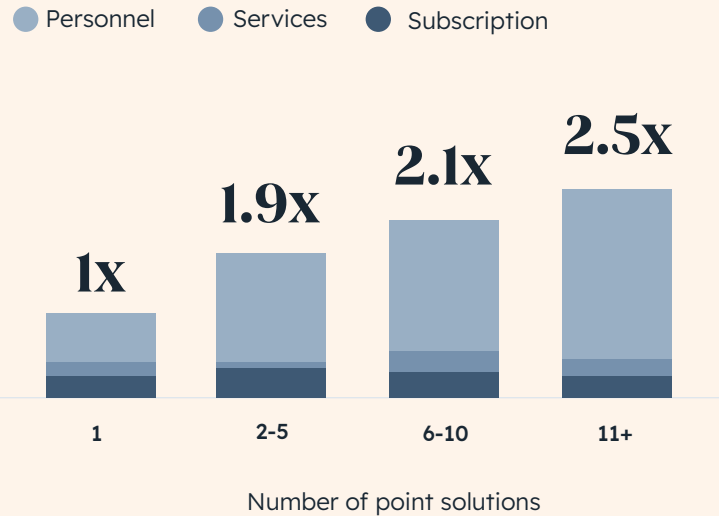
But if systems are properly connected

and employees can count on one source of truth, data will flow as needed and teams across the org can leverage the most important insights.

Level of CRM Integration Relationship to Data Connectedness

When CRM tools are all on one platform, companies see higher data connectedness

13%
Mostly/Entirely Unintegrated

22%
Mostly integrated

42%
All-on-One
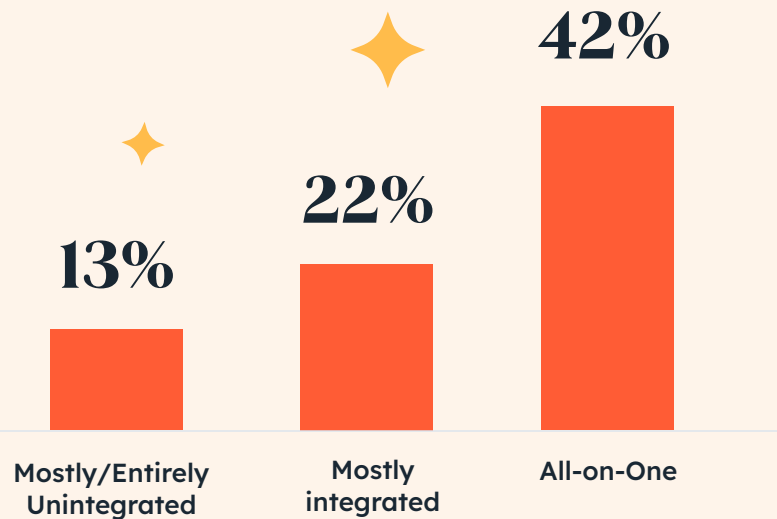
The crisis of disconnection also shows up in prospects being harder to reach — and it's gotten worse in the past year.

And once prospects do become customers, there's a new level of misalignment showing up. **Brands and customers are not on the same page.**

It's time for companies to acknowledge the fact that something isn't working. Instead of saying yes to any app or solution that sounds like it might work, analyse your own data, audit your processes, get to know your customers, and figure out what truly connecting with them looks like in 2023 and beyond.

Australia

63%

Business leaders who shared it's been harder to reach prospects this year when compared to last year

35%

the % of AU brands that have poor understanding of who the buyers are + their needs

Singapore

89%

Business leaders who shared it's been harder to reach prospects this year when compared to last year

30%

the % of SG brands that show a lack of interest in improving their services

Signs of Connection or Disconnection

Quantitative Metrics

(check bi-weekly, monthly and quarterly)

- Increased engagement metrics, like email or SMS open rates, link clicks, social shares
- Increased conversions, like MQLs, demos, wins
- Increased rep productivity
- Decreased churn

Qualitative Indicators

(check monthly or quarterly)

- Social listening — what are people saying about your brand online?
- Prospect and customer conversational sentiment — check on this across segments! Are consumers in one region happier than others? Dig into why.

Centralise (and Future -Proof) Your Tech Stack

Centralising your tech stack and data using robust integrations means proving ROI. Explore our in-depth report on why integrations are so important to growth, how to budget for your tech stack and show value, and how the tech stack factors into attracting and retaining talent.

Get the Report →