



Driving Revenue Through Data Cleansing for A Leading Cloud-Based CRM

About the Client:

The client is a leading US based Cloud-based CRM service provider. They empower businesses through their CRM services and a plethora customer-centered enterprise application together with business automation.

Industry: Technology **Geography:** Global

Overview:

We started working with the client in 2020. The ask was to deliver contact enrichment, data validation, data updating, & B2B contact building at a faster TAT (Turn Around Time) and competent cost. We are now engaged with the client on a global scale for data enrichment for various business asks.

Highlights:

- **650k+ Data Records** Processed and Delivered in 27 working days
- **2Mn+ Data Records** Delivered within 18 months till Mar 2021
- **100+ FTEs** Allocated to the project
- Near **100% Data Records** Delivered

Business Challenges:

As a leading CRM service provider, the client had its unique set of Data challenges to overcome. The challenges presented to us included –

- **Huge Data** Volumes
- **Prolonged** turnaround time
- **Build a database of C-Level executive** database from the SMV industry.
- **Contact** Building
- **Profile updating** for contacts & companies



Solution Offered:

We had a dedicated team of trained data analysts, and quality experts looking into every stage of data discovery and data validation process for the client. We designed a customized hybrid data validation process, to ensure efficiently turn around times while ensuring zero compromise on the quality of data.

The solution highlights included –

- **Custom Data Enrichment** solution.
- **Lower** Overall Cost
- **Automated Data Solution** to shorten the TAT.
- **Manual addressing** of small data gaps to meet the business ask.

Business Gain

We were able to deliver a perfect blend of people, process, & technology to full-fill our clients' business needs. The key benefits were –



REDUCE
data maintenance cost
 with real-time
 data cleansing



SHORT
Turn Around Time
 (TAT)



COMPETENT
Pricing



Near
100%
Accurate Data
 of B2B decision makers



End-to-end
DATA HYGIENE
programs

