THE Intersect GROUP

A SOLUTION TO OPTIMIZE CUSTOMER DATA AND SAVE MILLIONS.

DID YOU KNOW?

41% of companies cite that inconsistent data across technologies (CRM's, Marketing Automation System, etc), as their biggest challenge (dun&bradstreet)

Every year, 25-30% of data becomes inaccurate (MarketingSherpa)

Sales and marketing departments lose approximately 550 hours and as much as $32,000 per sales rep from using bad data (DiscoverOrg)

Business Challenge

A Fortune 500 industrial manufacturer needed to identify its top customers to accurately create a consolidated sales and opportunity report.
This appeared to be a simple assignment. However, Sales, Marketing and Finance provided conflicting results and revealed a lack of consistent, quality information that was accessible to the entire organization. The ever-increasing number of customers and associated sites did not correspond to the known operations of the business. Thus, there was no reliable method to analyze and validate the total revenue, even the anticipated top customers.

Poor data quality, including duplicate records and the inability to aggregate its information, caused this manufacturer to spend excessive time and money to manually calculate, verify and communicate revenue

- The data warehouse stored thousands of duplicate customer les containing inaccurate addresses

- There was a lack of adherence to identi ed standards or enterprise level governance processes

- A third party was incentivized to enter new customer records but was not held accountable for inaccuracies or duplicity

- Current systems prohibited accurate, aggregate reporting and decision-making

"Companies must have reliable data systems to keep them informed. One missed or erroneous detail can result in a lost opportunity or customer. To win the game, a business must leverage technology solutions to ensure its data is accurate and meaningful."

Strategy

The company enlisted experienced analytical experts from The Intersect Group's Business Intelligence practice to optimize all of the data. In doing so, The Intersect Group also implemented best practices and developed a more e ective data management system.

The Data Quality Solution:

- Identifed and corrected data discrepancies

- Delivered cleansed and non-duplicated lists of customers and sites for enterprise-wide business intelligence reporting

- Developed an Enterprise Data Quality solution integrated with the newly formed Master Data Management (MDM) architecture

- Built an enterprise tool tailored to ensure future data possessed a high level of quality

- Established a repeatable process moving forward

- Enabled the company to identify its top customer and accurately report aggregate sales and purchases

- Provided better insight into how much revenue and opportunity existed for each customer

Results

Success By The Numbers

The strategy proved so successful that the manufacturing company still contracts The Intersect Group and actively implements the prescribed solutions. In addition, the developed technology drives additional value to other areas of its business, from compliance to customer service. The company will avoid costly governmental compliance issues and is projected to save millions in operational costs for servicing customer locations and equipment.

- Worldwide customers' address quality accuracy increased 19% (from 68% to 87%) across 30 countries.

- The original customer list numbering 200,000 was cleaned and consolidated to depict the more accurate picture of 130,000 active customers.

- It was further honed to identify 10,000 enterprise customers with multiple subsidiaries and duplicates rolling up to their parent.

- After a thorough standardization, the original customer address records of 8M were reduced to 5.6M and ultimately fine-tuned to 1.8M unique addresses.

About Us

Founded in 2006, The Intersect Group is part of the MSouth portfolio of investment companies and operates in Atlanta, Dallas and Charlotte. Specializing in the recruitment of technology and finance and accounting professionals, The Intersect Group provides clients with the means of finding the best talent on the market.