Data.com Data Quality Assessment

Increase leads with clean, accurate data in Salesforce.

Identifying the best leads for your business requires very clean, enriched data, but the data you’ve collected is often outdated or incomplete. The Data.com Data Quality Assessment Accelerator helps you assess and improve your data quality and increase opportunities.

What it can do for you

- Increase lead, contact and account data completeness
- Increase match rates across account, contact, and lead objects
- Develop quantifiable success criteria for use case identified

How it works

Certified Specialists will guide you through the process over a predetermined timeframe (typically 3-4 weeks):

Discovery

- Review your current lead, account and contact creation process
- Identify key profiles and roles of individuals entering this data
- Develop quantifiable success criteria for use case identified

Analysis

- Study and develop recommendations based on data quality assessment report
- Discuss findings, recommendations, action items and best practices

Outcomes

- Steps to sequentially understanding the current health of your sales cloud data
- Recommendations and best practices to immediately improve data quality shared

ADDITIONAL INFORMATION

GOAL

Gain business insights, increase revenue

INTENDED USER

Sales and operations leadership teams looking to assess your current data and receive recommendations to improve data quality.

PREREQUISITES

- Active customer of Data.com Clean
- Data loaded and running in Sales Cloud
- Less than 30% international records
- Fewer than 3 million records in the Salesforce org

Contact your account executive or success team today! Learn how we can help you accelerate your CRM success.