



**POWER YOUR CRM  
WITH HIGH-OCTANE  
CUSTOMER DATA**

Business, as we once knew it, took place on Main Street. It was conducted at a walking pace, and companies worked to build trust over time. These days, however, Main Street has made way for a superhighway. You can now expect a lot of traffic around potential customers, and globalization and technology have accelerated the pace of business to the point that it takes a high-powered enterprise to stay in front of the competition.

To accelerate strategy and drive rapid growth, competitive companies have come to rely on CRM as the high-performance engine that powers all aspects of the business. Many turn to Salesforce Sales Cloud, the leading customer success vehicle on the market. Combining power with flexibility and sophisticated features, it drives sales teams to sell smarter, faster, and from anywhere.

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*CRM offers an average return of \$5.60 on every dollar invested.<sup>1</sup>*

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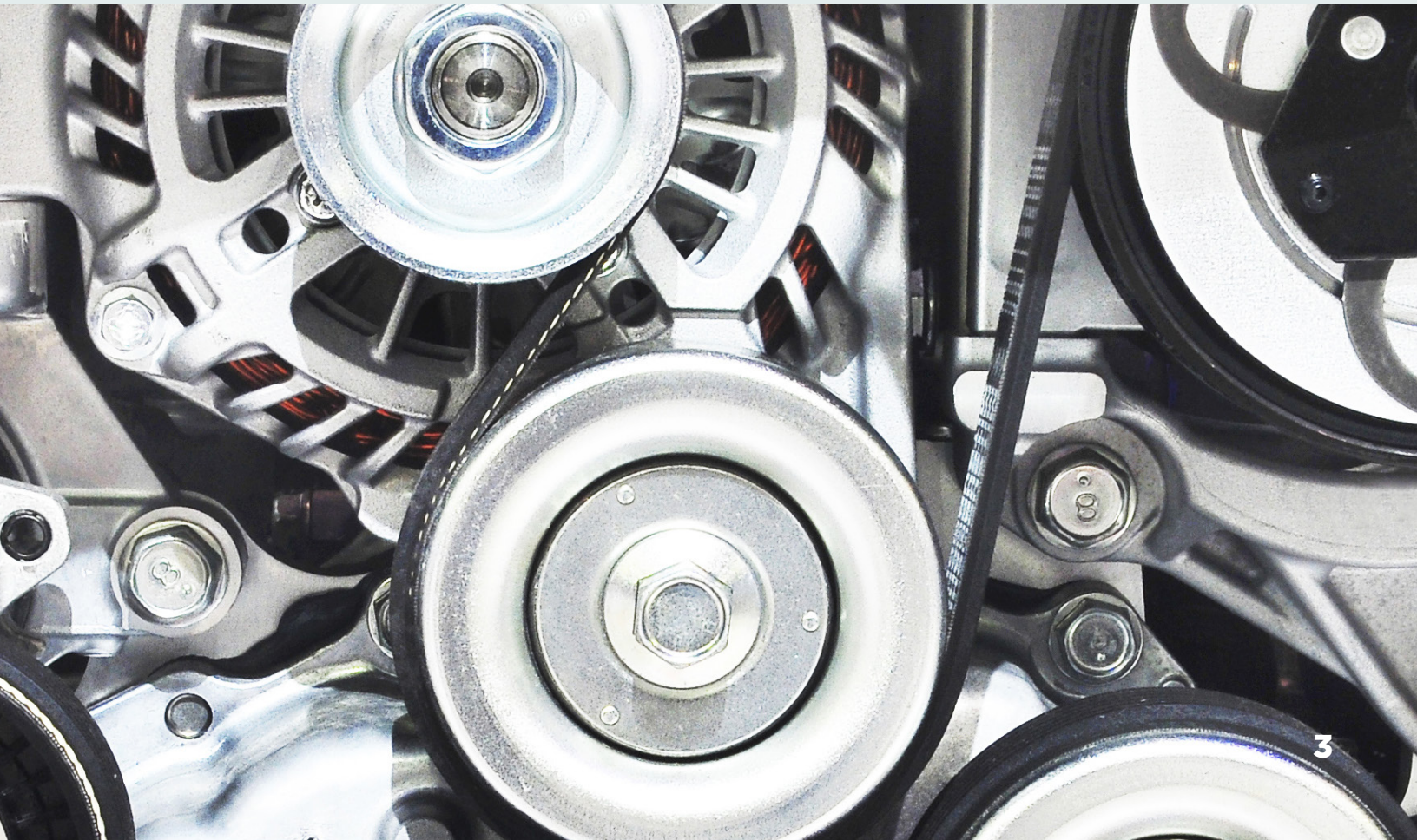
# YOUR CRM ENGINE IS ONLY AS GOOD AS ITS FUEL

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Like any high-performance engine, Sales Cloud needs high-octane fuel to run at its best. Business processes powered by CRM depend on strong data, gathered all along the customer journey, to run efficiently. Companies must be able to rely on the fact that high-quality data is being pumped into the engine and that it's rich with additives that keep the engine clean and running smoothly.

If all the CRM users in a business know they can depend on the power of the engine, trusting that it has the right fuel to perform, they'll have the confidence to drive forward toward opportunity and growth.

*Business processes powered by CRM depend on strong data, gathered all along the customer journey, to run efficiently.*



# POOR FUEL AFFECTS THE WHOLE CAR

For years, we've heard that data should be "big," but less is said about whether simply being bigger is better. Is pumping the CRM full of large amounts of data the right approach, or should we go out of our way to make sure it is the best fuel?

Data flows into the CRM from a variety of sources, including website forms, sales team manual entry, call centers, mobile apps, and third-party lists. For this reason, it varies in quality and completeness, and formatting often doesn't match up. With no one complete source of data, companies are left sorting through dirty data to get insights.

Gathering information throughout the customer journey and using it to inform your marketing and sales strategy, as well as customer interactions, is undeniably important.

But if not properly checked and maintained, this dirty data can gunk up your engine, hampering productivity, wasting resources, and bringing growth to a halt.

It's a big problem. Analysts estimate that bad data results in \$700 billion in lost sales every year.<sup>2</sup> Not to mention, studies have shown that inaccurate or incomplete data can stall productivity by as much as 20%, meaning that your team may be losing a full day of work every week.<sup>3</sup> Nearly everyone is affected, as inaccurate data has a direct impact on the bottom line of 88% of companies, with the average company losing 12% of its revenue.<sup>4</sup>

An engine that is not getting power to the other parts of the car makes marketing and sales work harder for the same results, and also gums up customer service. Campaigns lack the fuel to reach targets and sales teams lose a little of their drive each time they chase down a bad lead. Ultimately, this means missing revenue and growth opportunities, and potentially damaging your company's reputation.

*Your team may be losing a full day of work every week.<sup>3</sup>*

UNLEADED FUEL ONLY ▶



**CHECK  
ENGINE**



# WHAT DOES THIS MEAN FOR ME?

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First and foremost, a functioning CRM has to make the day-to-day work of sales and marketing easier. Bad data going into the CRM isn't just a bottom-line, executive-level problem. It has a big impact on each and every member of your sales, marketing, and IT teams. So how does bad data and a poorly functioning CRM prevent you from getting where you want to go?







## Sales

I try to make good use of the CRM by keeping track of all my contacts, accounts, and opportunities, but it's so cluttered with incomplete, inaccurate, and duplicate records that I don't know where to enter information. Instead, I've resorted to using my own spreadsheet to manage my territory and keep my head above water. When I have time, I go back and enter the data into the CRM, but it annoys me that I seem to spend more of my day moving data around than I do actually selling.



## Sales Operations

I took this job to be a strategic partner for Sales, but I spend most of my time dealing with complaints about inaccurate and duplicate records, and resolving disputes over account ownership and territory. I want to be a strategic resource, but most records in the CRM don't have the level of detail I need to drive strategy.



## Marketing

We're always talking about targeting our campaigns and generating better leads. And while we are gathering a lot of data from marketing automation, website CMS, and analytics, our leads still don't have enough detail to determine the right actions to take. I want to be able to work smarter, segmenting programs by buyer persona, industry, and company size. But a lack of dependable data has left me just casting a wide net and hoping for the best.



## IT Administration

I've spent a lot of time providing technology to support sales and marketing, but all I hear are complaints about data quality. Users either don't have enough information to create a useful record or the data can't be trusted. I know how great the CRM can be, and it's frustrating to see team members making use of outside tools or handwritten information instead.

# HIGH-OCTANE DATA BOOSTS ENGINE PERFORMANCE

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You can't just hope for better data — you must act. Focus on CRM data quality, so the engine is clean and has the fuel it needs to operate at peak performance. Use tools that allow you to automatically clean data, resolve duplicates, prevent future duplicates, enrich leads for better marketing automation, update contact records for more confident sales outreach, and round out account data with company information from trusted third-party sources. A few steps will help you on your way to more high-octane data and a high-performance CRM.



## Flush fuel lines with clean, complete data.

1

The average organization estimates that 22% of all its contact data is inaccurate in some way.<sup>5</sup> To get your CRM engine running more efficiently, you need data that's complete, reliable, and relevant. Use technology to tune-up your data by automatically updating information and resolving duplicates. This will allow you to mine for cross-sell and upsell opportunities, and identify white space in your territory. Enrich data through partnerships with trusted sources of business data to achieve more relevant and evenly distributed territory planning and alignment, as well as improve targeting using industry, location, company size, revenue, and key title and department information.

## Give the engine more gas.

2

Once cleaner data is coming in, you can then benefit from more data coming through the fuel lines to power your CRM engine. Tools can give you access to contacts and company information from reliable third-party sources, and allow you to inject them automatically into the CRM. Rather than having a fading business card you can't remember getting at a trade show, you'll have clean, current, and accurate names, emails, phone numbers, industry details, employee counts, and all the other data that will help you turn prospects into customers.

## Enhance performance with strategic insights.

3

Having high-octane data running through your engine is crucial, but you also need to keep an eye on performance, do regular maintenance, and conduct periodic upgrades to make sure it keeps running at its peak. Technology tools, like dashboards and reports, can help you monitor and improve data quality over time. You can also give your CRM engine a turbo boost with advanced account data (such as corporate linkages) that enables more strategic reporting, segmenting, and territory planning.





# POLYCOM BOOSTS DATA QUALITY TO DRIVE SUCCESS

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As a market leader focused on unleashing the power of human collaboration, Polycom looks to Salesforce to help improve sales efficiency and be the system of record for end customers. However, the data that was being entered into their CRM over the years was beginning to cause big problems. Contact data that came in from various sources—including channels, distributors and marketing lists—was not always complete. Account and firmographic attributes that were largely sales reported, were often inaccurate. Meanwhile, the execution and success of processes across the organization were being hampered because they centered on questionable customer data.

“We were not seeing the success of sales and marketing efforts that we needed to effectively grow the business,” remembers Christoph Gerz, Director, Global Sales Operations for Polycom.

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*“We knew it was time to get serious about fixing our CRM data if we were going to get back on track.”*

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To get their CRM engine running at full power, Polycom started by emphasizing the importance of data cleanliness across the organization. They implemented a search-before-create policy, and duplicate blocking technology to reduce errors. They helped their CRM users, like Sales, become stewards using the Data.com Clean button. They saw more groups looking at Clean metrics and making it a competition. Now, a full 80% of their account records are globally matched and updated through Data.com.

After giving their data a tune up, they looked to Data.com Prospector to more seamlessly find brand new accounts and to get deeper into current accounts. Polycom said they “hit a home run with their reps” with Prospector. It’s made them more effective and helped them save time with less administrative work.

Polycom is now working on shifting into the next gear with the turbo power of high-quality data. They’re making Salesforce a crucial contributor in their master data management strategy, attaching the DUNS number with Data.com to identify accounts across systems. Leveraging this data they’re starting to do more sophisticated territory planning, market segmentation and whitespace analysis. All the while, they continue to stress the foundational importance of good data, and they value the roles both technology and process have played in improving their business.

## CONCLUSION

As the fuel that powers your CRM and ultimately your customer experience, data lies at the center of strategy and growth. If your CRM engine is sputtering due to bad data, it won't have the faith of your sales and marketing teams. Taking steps to clean and enrich data will provide deeper insights that will help you pull ahead of the competition and truly deliver for your customers.

## ABOUT SALESFORCE DATA.COM

Salesforce Data.com is the premier source of business-complete contact and account data, providing the best business data directly inside the number one sales application — Salesforce Sales Cloud. Data.com consists of the following:

***Data.com Clean** enables organizations to keep their Salesforce leads, contacts, and accounts current and complete by updating and enriching their existing records on-demand or on a scheduled basis.*

***Data.com Prospector** provides comprehensive capabilities for Sales Reps and marketers to easily target new accounts and find decision makers with the ability to add new records to a Salesforce CRM instance with one click.*

[LEARN MORE](#)

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<sup>1</sup><http://nucleusresearch.com/press/crm-returns-5-60-for-every-dollar-invested-nucleus-research-finds/>

<sup>2</sup>Ovum, October 2010

<sup>3</sup>[http://www.data.com/export/sites/data/common/assets/pdf/DS\\_Gartner.pdf](http://www.data.com/export/sites/data/common/assets/pdf/DS_Gartner.pdf)

<sup>4</sup><https://econsultancy.com/blog/64612-the-cost-of-bad-data-stats/>

<sup>5</sup>ibid