

Case Study - Data Quality in Opportunity & Account Management

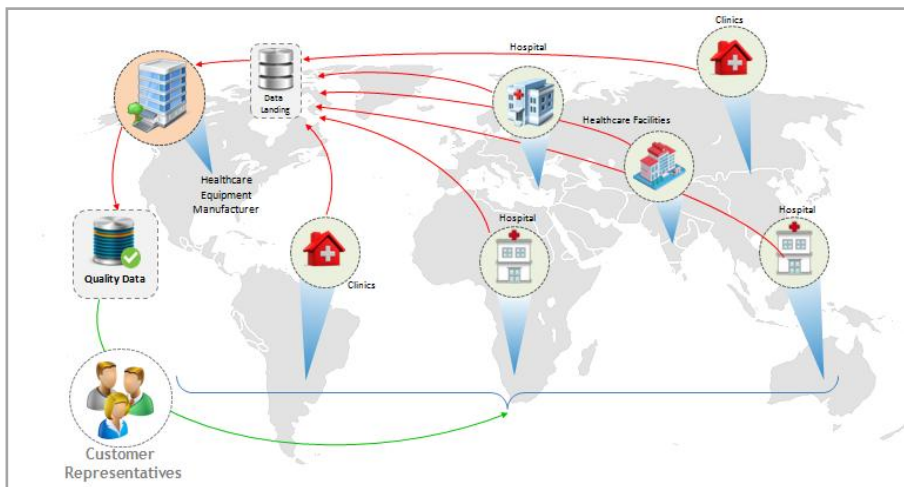
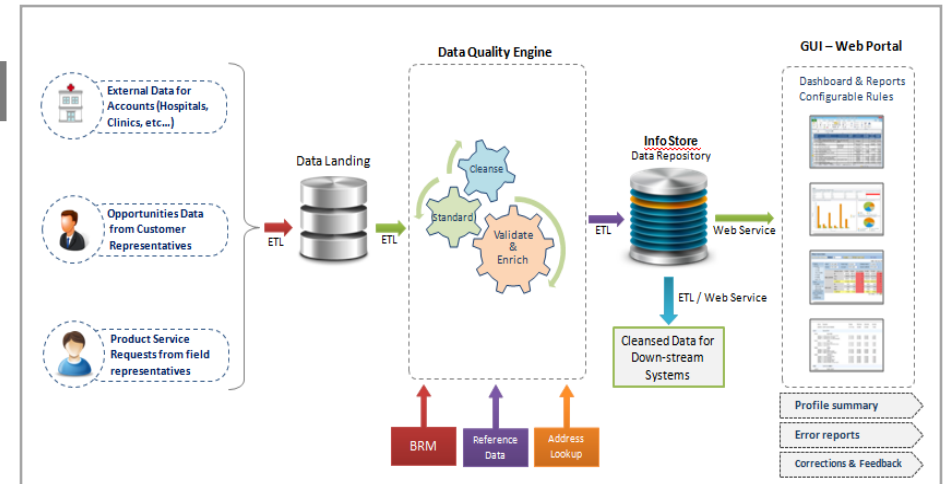


Client Overview

Global Manufacturer of Healthcare/Medical equipment, solutions, tools and technologies. Worldwide network of Sales, Service and Supports

- Opportunity and Account Management application lacked quality data
- Incomplete, erroneous information contributed 30% of missed opportunities and significantly low campaign response success
- Product Service responsiveness suffered due incomplete service requests from field engineering, resulting in profit losses and downward customer satisfaction

Business Challenges



Benefits

- Single Data repository with enriched data quality
- Greater Conversion Ratio from Opportunity to Orders resulting in increased revenue
- Improved Campaign Response Ratio resulting in greater sales opportunities
- Quality and turnaround time of Field Service Calls resulting in reduced expenses – greater profits