

Cleaner Data – Smarter Searches

ROI: Increase Efficiency, Effectiveness and Revenues with Cleaner Data

Duplicate data in your CRM system cripples your Sales Organization's sales revenue and reduces performance in a number of key business areas.

Our customers have shared their findings with us regarding the impact of poor data and the lost revenue that was recovered after they implemented ActivePrime products.

FINDINGS

- As few as 10% duplicates in their CRM system can cost sales staff a minimum of 20 minutes a day (or 1 day per month) in lost sales time when users struggle to identify the right record to view notes or histories so that they can take the next action.
- Losing time (and sometimes losing face) due to sales person cross-over on the same contact or lead is another common productivity drain reported to us by our customers.
- This lost time translates to a **5% or greater lost sales revenue** or a potential revenue loss of \$1,000,000 for an organization whose sales channel annual revenue is \$20,000,000.

Below is a table illustrating the revenue leakage due to the impact of poor data quality:

Percentage of Duplicates in your CRM	Time Lost Per Day (minutes)	Days of Productive Sales Activity Lost per Month	% of Revenue Lost	Loss Based on \$1m Annual Quota (individual contributor)	Revenue Loss Based on \$20 mil Group Quota	Revenue Loss Based on \$50 mil Group Quota	Revenue Loss Based on \$500 mil Division Quota	Revenue Loss Based on \$1 bil Corporate Target
10%	24	1	5%	\$50,000	\$1,000,000	\$2,500,000	\$25,000,000	\$50,000,000
20%	36	1.5	8%	\$80,000	\$1,600,000	\$4,000,000	\$40,000,000	\$80,000,000
30%	48	2	10%	\$100,000	\$2,000,000	\$5,000,000	\$50,000,000	\$100,000,000
40%	60	2.5	13%	\$130,000	\$2,600,000	\$6,500,000	\$65,000,000	\$130,000,000

- How many critical decisions does your CEO make using corporate reports that aggregate errors and duplicates while rolling up your data? Clean, high quality data with a single, accurate view is an essential component of data analysis for strategic planning and making key business decisions.
- Is your Marketing group wasting money by sending duplicate mailers to the same person? Clean professional looking name and addressing on direct advertising campaigns requires clean data to be an effective use of resources.
- Individually detecting and repairing data issues is a drain on IT resources whose time is better spent on revenue producing projects.

As you see, beyond the efficiency leaks in the sales organization, several other critical business areas are negatively impacted by poor data including Business Analysis, Planning, Marketing, and IT.

At ActivePrime, we are experts in data quality for On Demand CRM systems. Providing fast, effective solutions to automate and easily maintain high data quality is our entire focus!