



## Cleaner Data – Smarter Searches

### How much time can be saved by *Smarter Searching* in your CRM?

**ActivePrime Search™** enables embedded optimized “Fuzzy” CRM Search Engine for Accounts, Contact and Leads, eliminating wasted time by having to think for a database instead of having the search tool think for your users. Without the ActivePrime search engine, there are often hundreds of results to look through, or none at all which then requires your users to stop and re-think their search criteria.

Both outbound and inbound user groups can quickly find the record they seek by simply entering their best guess of a name. Examples include: First Alarm Co vs 1<sup>st</sup> Alarm Corp, Illinois University vs University of Illinois, Abijeet vs Abijit, Stephen vs Stefan vs Steven, McDuff vs MacDuff, Smith vs Smythe, William/Willy/Bill, Katy/Caity/Katie, etc.

Your international users can take advantage of searches which return names which are accent insensitive.

The search fields and view permissions are configurable to your needs.

CRM adoption is enhanced by user-friendly tools and faster search results.

A quota carrying salesperson who spends 8-10 hours a day working with the CRM, can easily waste 10-15 minutes or more re-phrasing and re-entering searches each day. This translates to 3.3 hours per month.

The table below outlines comparisons of time wasted and potential revenue lost.

Time Lost Per Day (Minutes)	Hours of Productive Sales Activity Lost per Month	% of Time Taken = Potential Revenue Lost	Revenue Loss Based on \$1 mil Rep Annual Quota	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	3.3	2%	\$20,883	\$417,660	\$1,044,150	\$10,441,500	\$20,883,000
<p>These figures only take outbound touches into account. Inbound teams and support staff also benefit by spending less time on each call.</p>							

Helping your Sales, Marketing and Customer Service groups be more effective every day!