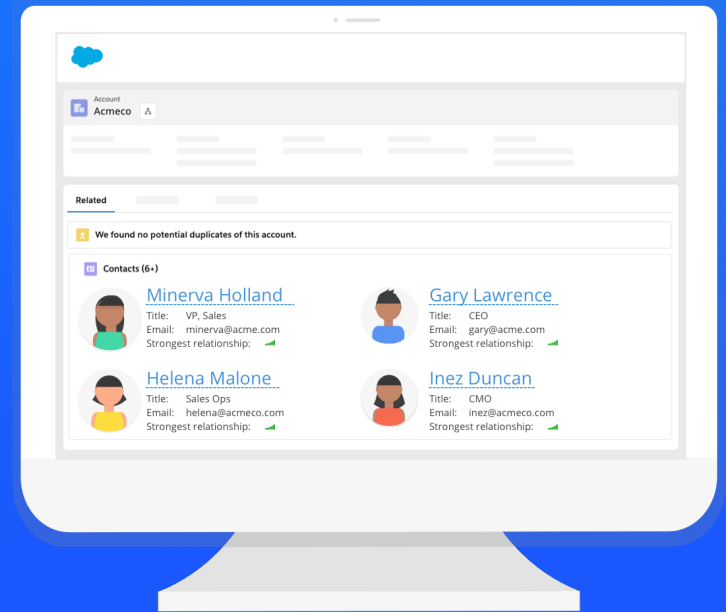
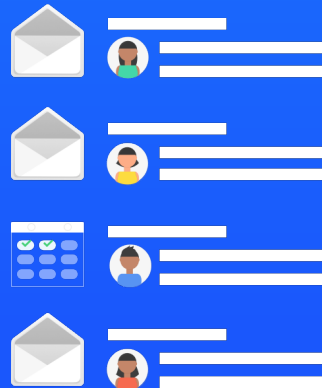




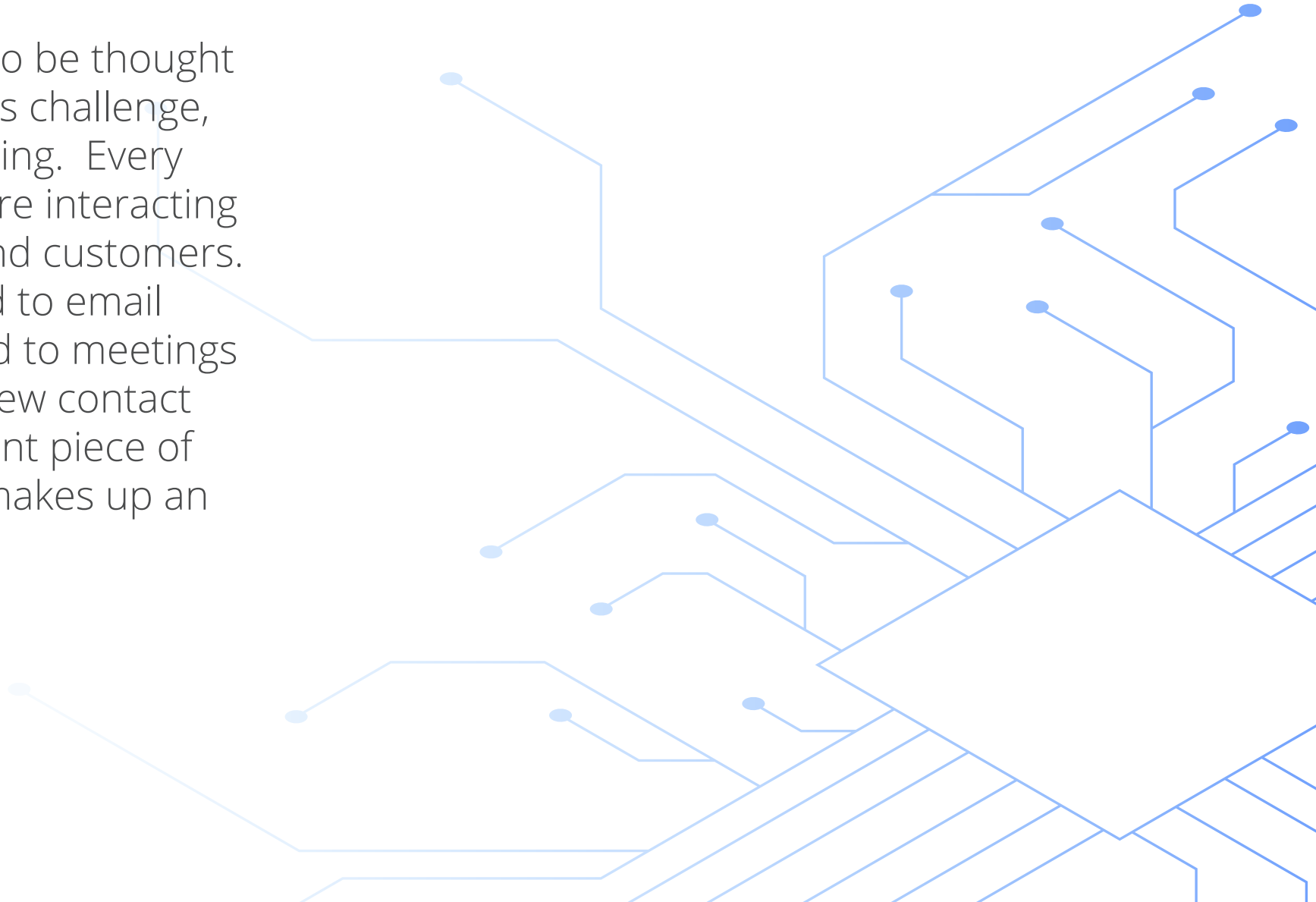
Foundations of CRM Contact Data



Data as Foundation

Data is the life-blood of any CRM system; without it, a CRM system is just an empty box. In most organizations the core of this data is the contact - who a person is, and where they work. Everything else builds on this foundation. Missing or inaccurate contact data cascades into flawed and problematic data throughout the rest of the CRM system.

Data also needs to be thought of as a continuous challenge, not a one-time thing. Every day your teams are interacting with prospects and customers. People are added to email chains and invited to meetings and calls. Each new contact forms an important piece of the picture that makes up an account.

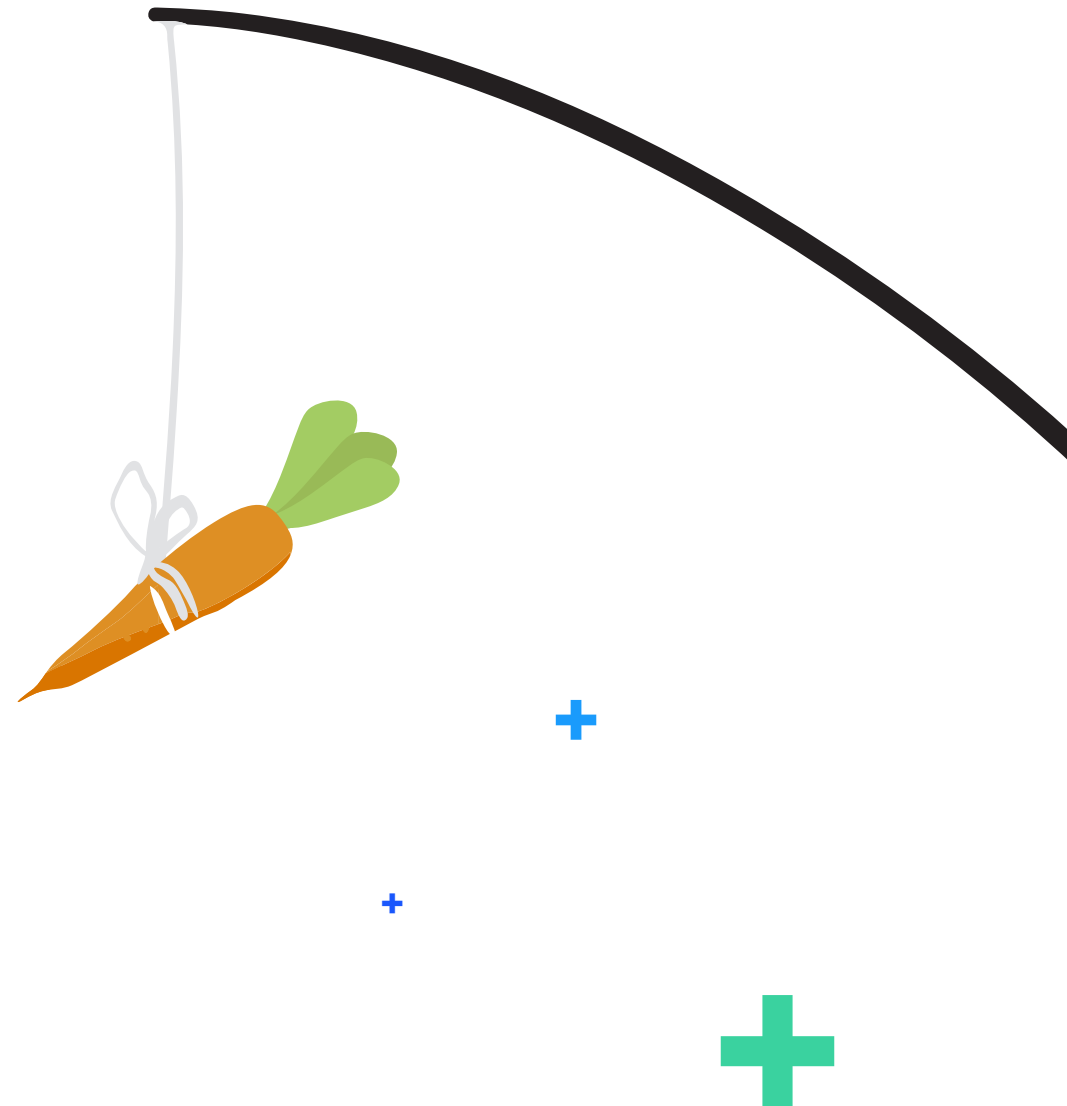


In most organizations, this data is not captured. Records of those contacts are not created in CRM and the data is forever lost as it gets buried by the deluge of email and the team members who originally interacted with the person change roles or leave the organization. Nudge analysis has shown that the average organization's CRM system is missing 74% of the contacts that their team is engaging with.

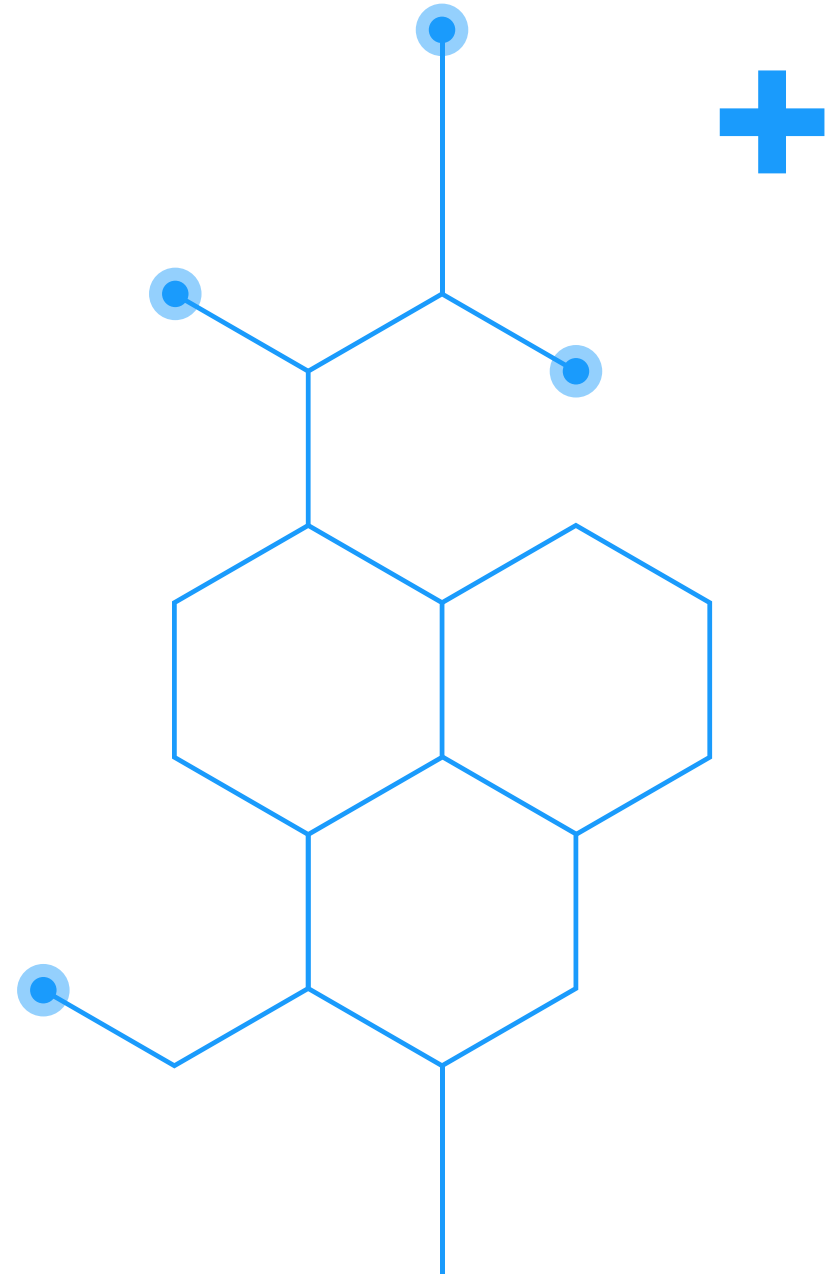


Outdated Approaches


In years past, a combination of two approaches were used. First, the regular purchase (and re-purchase) of data from contact data vendors was used to keep a CRM system stocked with somewhat up-to-date contacts. Second, a variety of “carrot and stick” management approaches were used to push sales teams to manually create contact records for the people they were interacting with.



These approaches are no longer viable today. GDPR and privacy concerns mean that organizations are increasingly hesitant to purchase contact data from data vendors. With limited knowledge of the data's source, purchased contacts can be seen as a highly risky strategy to pursue.



At the same time, a generation of digital natives in the workforce is understandably hesitant to spend their time manually re-typing data that already exists. Digital natives have grown accustomed to online consumer experiences that are seamless and involve almost no manual work. Those expectations are being brought to their corporate workplaces.

A large blue circular graphic with a white border, containing a quote. At the top and bottom of the circle are two white speech marks pointing towards the center. The text inside is white.

Digital natives [are] thoroughly and inherently conversant with all forms of computer-related technology. They are used to a fast-paced lifestyle. They are eager to multi-task, and are particularly adept at doing so.

Keith Krach

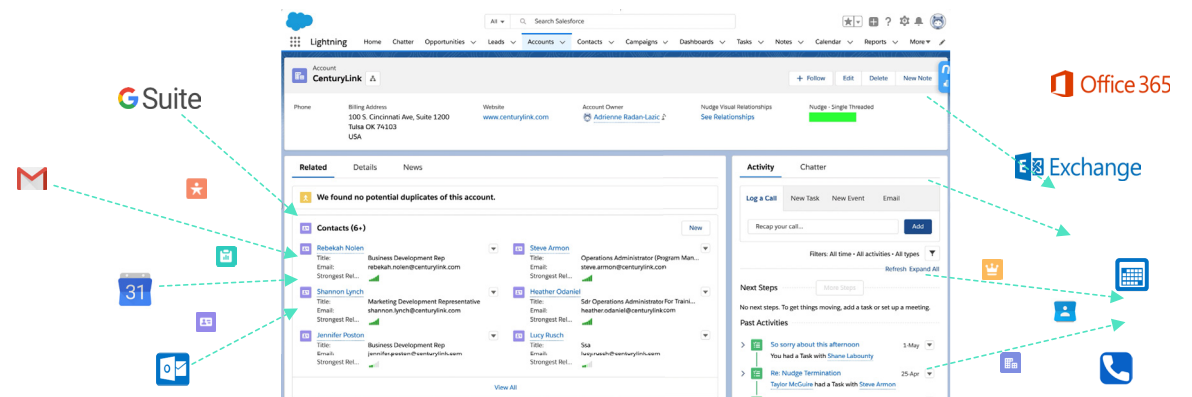


Contact Data, Captured.

The goal is complete and comprehensive data on all the people your team is interacting with at each account. That goal is clear. The path to the goal, however, is less clear. Luckily, the data does, already, exist. Every person your team is interacting with is in their individual communication histories. They might have been added to an email thread or perhaps they were invited to a meeting, but they are in that individual person's communication history. The challenge is finding them amongst hundreds of emails about Amazon shipments, service requests, emails with friends, and marketing email.

**Manual
tasks waste
approximately 1
hour per rep per
day of time that
could have been
spent selling**

Older approaches have relied on manual tools, perhaps side-bar extensions, that allow creating contacts with a single click. These approaches have generally missed the mark as they work well for outbound email, but tend to miss capturing incoming email, meetings, and people added to email threads. Compounding the problem is the challenge that most teams outside of sales (such as service or customer success) will not bother to manually log their contacts, so there are always major blind spots.





Brute force automation has been tried, but without success. Clean data requires intelligence around what is a real person vs. an automated email, what is an account you care about vs. a friend, and how each contact should be created in the CRM system. Without this layer of intelligence, automation creates more challenges than it solves. With it, the vision of up-to-date data without manual work can finally be realized.



Data-Enabled CRM

The advantage of having instant, automated, up-to-date contact data in CRM go well beyond the data itself. The relationship between sales reps and front-line managers changes fundamentally if the conversation moves from “what are the facts about this deal” to “we know the facts, now what is the strategy”. With immediate trust in the data, and a clear view of every deal, you can skip the conversations about who is involved and who has been reached out to.

**For the average
company, 4.2
contacts on
each target
account are
missing**



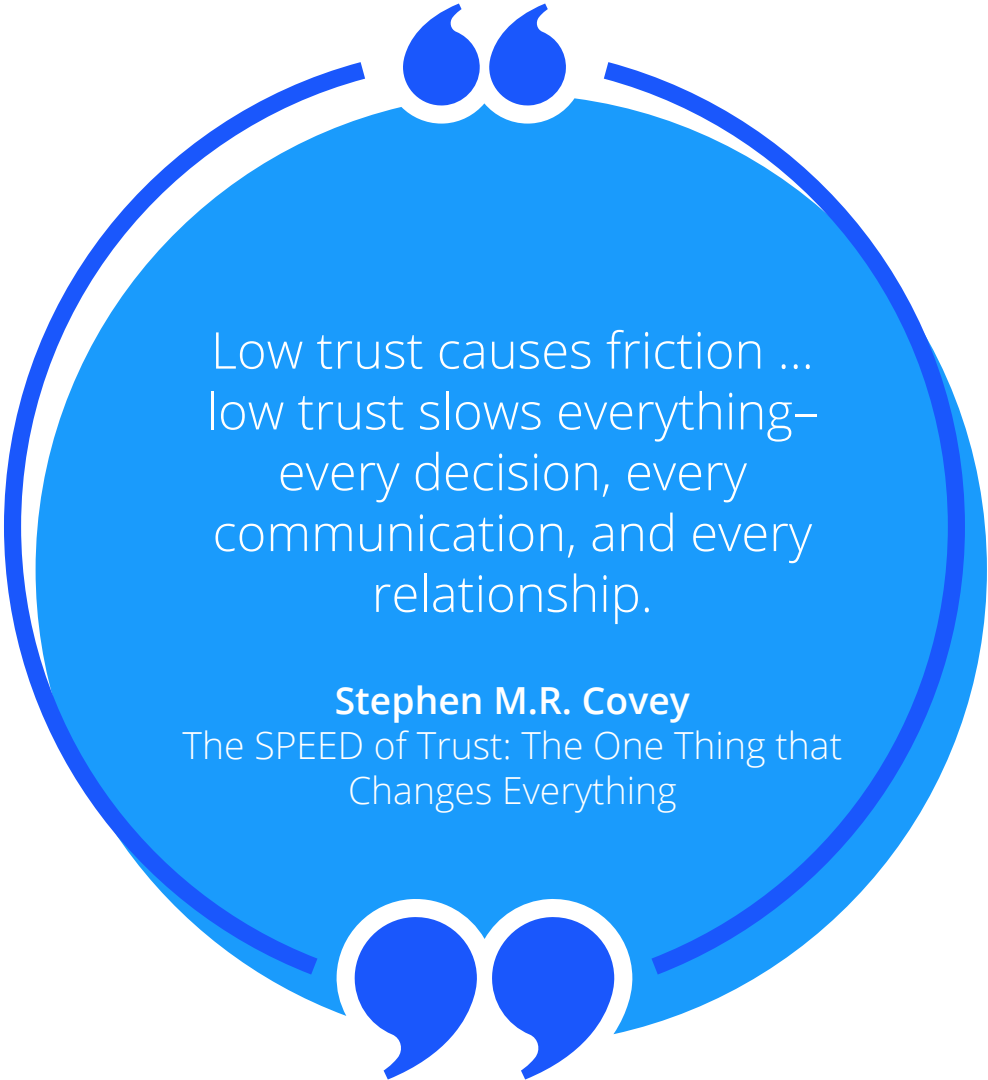
Conversations become one level more strategic: Strategy conversations about how to expand the deal. Coaching conversations about how to engage finance. Pipeline conversations about how to accelerate closing the deal. Eliminating the time wasted on basic fact gathering frees up sales reps and managers to do what they do best - sell and coach.

A large blue circle with a white border contains the quote. At the top and bottom of the circle are white quotation marks. The text 'Time kills all deals' is centered in white, sans-serif font.

Time kills
all deals

Paul Teshima

A more subtle benefit comes as trust is gained in the data. Sales teams are accustomed to operating with a continual mistrust of CRM data. The data in CRM might indicate a certain course of action is needed, but there's always a hesitation. What if the data is incomplete, inaccurate, or missing? Instead of acting, sales teams hesitate, and precious time is lost.


A large blue circular graphic with a white border and two white quotation marks at the top and bottom. The text is centered within the circle.

Low trust causes friction ...
low trust slows everything—
every decision, every
communication, and every
relationship.

Stephen M.R. Covey
The SPEED of Trust: The One Thing that
Changes Everything

A Complete Picture

CRM data cannot be considered complete if it is not the entire picture. Too often, the focus is only on the sales team, but they are far from the only team engaging customers. Customer success teams, services teams, marketing, and executive teams all engage with both prospects and customers.

A large blue circular graphic with a white border and two white quotation marks at the top and bottom. The text inside is white.

Merely satisfying customers will not be enough to earn their loyalty. Instead, they must experience exceptional service worthy of their repeat business and referral. Understand the factors that drive this customer revolution.

Rick Tate



A complete CRM picture relies on this data being present, up-to-date, and correct. However, those teams are far less likely to use manual logging tools to create contacts in CRM. There is generally a discipline around logging data in sales teams that is not shared by customer success or executive teams, and therefore those contacts are often missed.



In today's environment where renewal and expansion revenue is often a more important piece of the revenue picture than new business, this is a critical problem. Intelligent automation of contact capture and activity logging is often the only path to completing this picture of customer accounts.

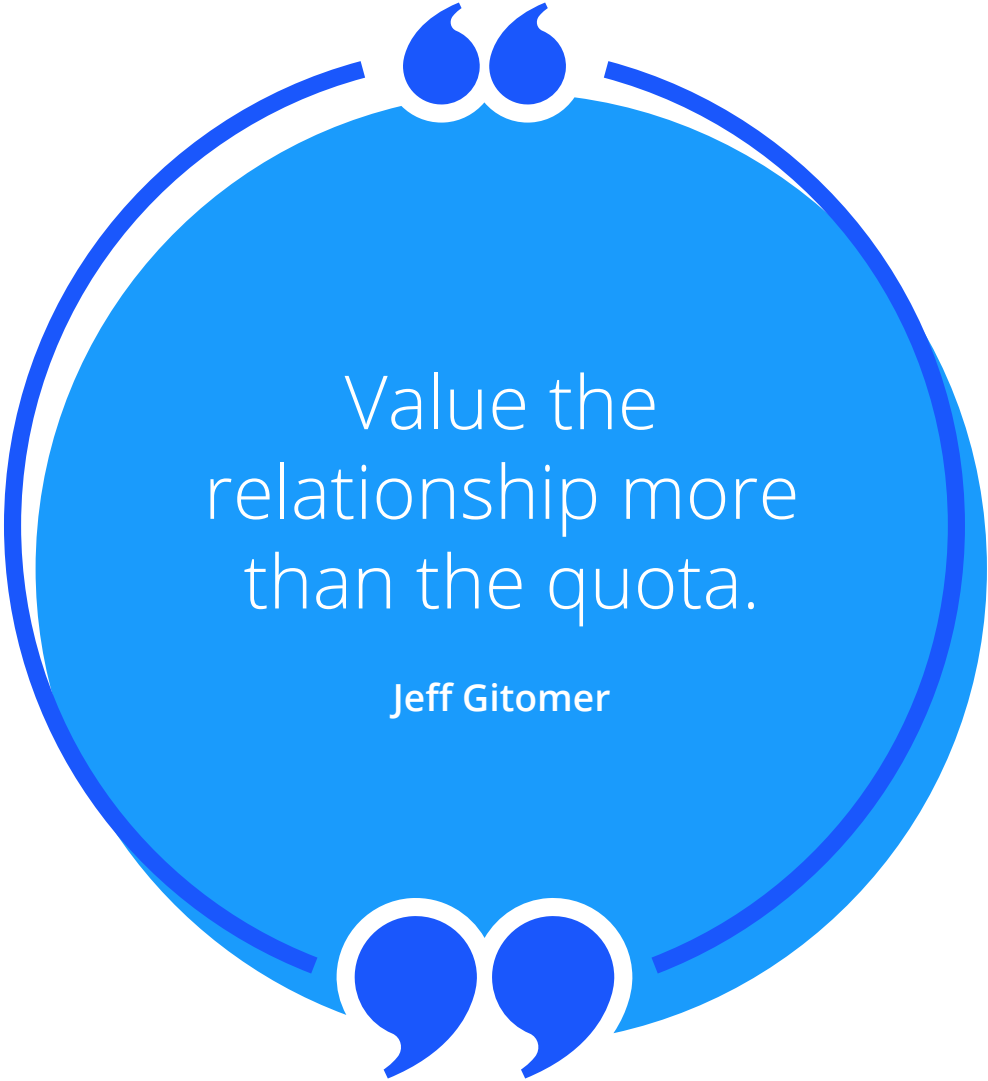


Tactical Solution, Strategic Advantage

Intelligent, and automated, capture of every contact and every interaction between your team and your prospects and customers appears quite tactical. It is. However, the nature of contact data, as the core foundation of insight into the customer cannot be overstated.



If you can understand the contacts and interactions, without manual effort, and without the hesitation that comes from untrusted partial data, you can begin to think in terms of relationships, not contacts. You can begin to think in terms of growth, not administration.

A large blue circle with a white border and two white quotation marks at the top and bottom. Inside the circle, the text 'Value the relationship more than the quota.' is written in white, and 'Jeff Gitomer' is written in white below it.

Value the
relationship more
than the quota.

Jeff Gitomer



By eliminating the cracks and holes in the data foundation that most teams suffer, the entire team is able to move higher in terms of their engagement. Sales professionals can spend time building prospect relationships, understanding prospects' businesses, and adding value. Sales managers can spend their time coaching reps in the craft of sales and strategizing on deals. Sales leaders can focus on overall pipeline strategy, not adherence to administrative tasks.



Contact data is the core of CRM, and therefore it is core to all customer strategy. Left as a manual task, contact data is missed and inaccurate, leading to strategies that are never implemented or doomed by bad data from the start. Enabled by intelligent automation, contact data enables high performance revenue teams to leap ahead of their competitors by confidently executing growth strategies that are backed by the data foundation they need for success.