

## About Ent-Vision Smart Data

Ent-Vision Smart Data is Asia's leading Data Quality and Data Preparation Solution aimed at delivering AI driven highly automated enterprise data services. It is empowered by Natural Language Programming with Machine Learning Algorithms to build enterprise insights.

The suite of Ent-Vision Smart Data solutions consists of:

- Data Cleansing
- Data Enrichment
- Data Linking
- Geo Analytics

## Ent-Vision Data Linking

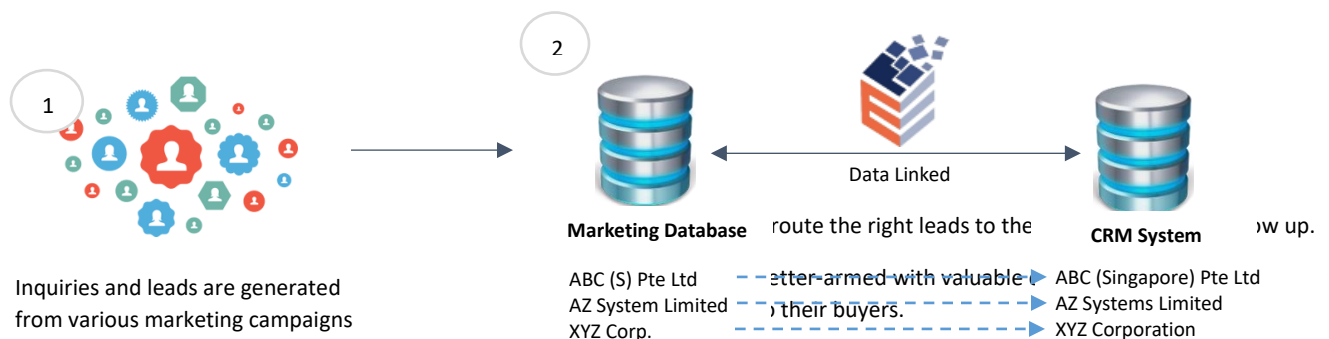
Tremendous amount of customer data are collected and stored across various business units. Syncing data between your CRM/ERP system, marketing automation and even contact center could allow you to transfer valuable customer or lead information seamlessly among key business units.

Ent-Vision Account Linking allows linking of data between various systems by virtue of account name matching. This provides a unified view of existing customers, leads and opportunities from multiples channels to accurately identify the best customers or prospects, ascertain their true value to the business, and engage with them.

## Classic Applications

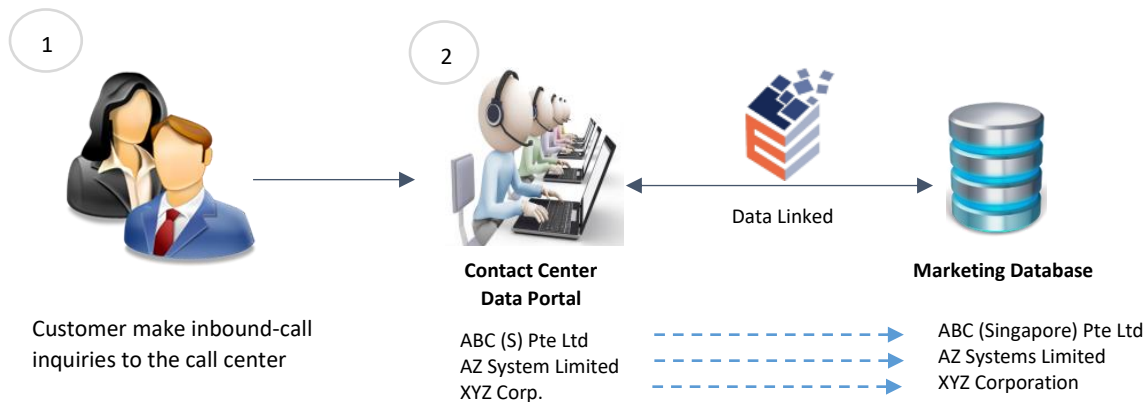
### (1) Linking Marketing Automation to CRM for Better Managed Sales Pipeline

Connecting marketing automation and CRM systems can ensure that there is more insight-driven selling and a better managed lead tracking and sales pipeline.



## (2) Linking Contact Center to Marketing Data for Improved Customer Insight

Linking Contact Center and Marketing data would allow contact center agents to correctly identify customers to be able to enhance the call interactions and deliver personalized experiences.



Through Account Linking, contact center agents are able to quickly identify the customer, learn about their preferences and target offers more precisely

## Benefits

### 1. Minimize Lead Seep-Out Rate and Increase Sales Pipeline

As leads and inquiries are transferred seamlessly between the linked CRM and marketing system, sales teams are able to follow up promptly on sales opportunities. The access to the valuable customer insights from marketing could also allow them to understand the past purchases, interaction preferences, or predict upsell or cross-sell opportunities.

### 2. Accurate ROI Reporting

Connecting the sales and marketing systems allows linking of opportunities and revenues to the marketing activities that created them. This would allow marketing to generate accurate ROI and demonstrate their contribution to the revenue.

### 3. Improved Customer Experience

Bridging the data gap among key business units allows the customers to enjoy a more personalized and better-informed buying experience across all their interactions with the organization.

## Find out more!

Visit us at <https://www.ent-vision.com/solutions/smart-data/> to find out more about our **Ent Vision Data Linking** service, email us at [sales@ent-vision.com](mailto:sales@ent-vision.com) or call us now at (65) 6742 7945 for a no obligation discussion.