

Improve Customer Engagement With Unified Data

Scenario

When marketing department of a Fortune 500 company conducts series of marketing campaigns to generate new leads for sales team to follow up, the sales people complaint about the poor quality leads received as many of them are either existing customers or leads already in the database. The sales department has no confidence of marketing qualified leads (MQL) generated by marketing team, hence, many good opportunities are neglected or overlooked.

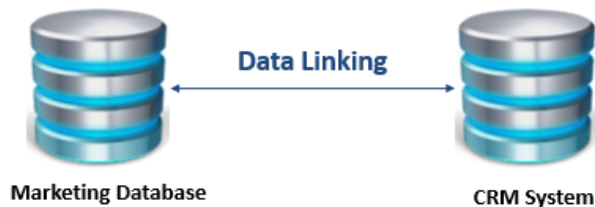
As a result, the sales team are unable to engage existing customer promptly for upsell and cross-sell opportunities, the marketing department cannot channel the right MQLs to salespeople for immediate action.

Challenges

1. Inconsistent company name input into the CRM and marketing database by sales or marketing department respectively
2. Inquiries and good quality leads are not successfully routed to the salespeople
3. Lack of an accurate view of true accounts and sales opportunities

Solutions

Management decides to engage **Ent-Vision's Data Linking** to empower syncing of customer data points via Company Name Matching between different systems such as CRM, ERP or Marketing Database.



Contact ID	Company Name	Account Linked	CRM Account ID	CRM Account Owner	CRM Account Name
CNTAP00000974776	Avnet Technology P/L	Y	00120001900Eter	Sandy Tan	Avnet Technology Pte Ltd
CNTAP000003613272	CEI Contract Mfg Ltd	Y	00127000007Efic	Nicole Chin	CEI Contract Manufacturing Ltd
CNTAP000001637568	Keppel Land (SG) Limited	Y	00100001102Xcem	Lance Ho	Keppel Land Singapore Ltd
CNTAP000003162930	Unilever Pte Ltd	N			
CNTAP000002162102	HUK Intl Holdings	N			
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New Prospects (highlighted in orange)

Upsell/ Cross-sell Opportunities (highlighted in purple)

Inquiries from existing accounts are promptly followed up by their respective account managers whereas new MQLs are assigned to new account managers.

Business Benefits of Ent-Vision Data Linking

- ✓ Better conversion of leads into opportunities
- ✓ Less time wasted by salespeople on unqualified leads
- ✓ Increased close rates and shortened sales cycles
- ✓ Higher trust and improved customer retention rate

Find Out More!

Visit us at <https://www.ent-vision.com/solutions/smart-data/> to find out more about how we can help in your **Data Linking Process**, email us at sales@ent-vision.com or call us now at (65) 6742 7945 for a no obligation discussion.