Boost Sales Engagement with Trusted Customer Data

Create a 360-degree Customer View and Maximize Every Interaction

Customers expect your sales teams to know their relationship and history with your company. They know that businesses collect critical information about them, their products, and transactions. But despite this, some sales organizations still struggle to create and deliver a complete view into the customer's relationship with the business.

The very tools and applications meant to help you drive revenue, open new markets, and stay engaged with customers end up limiting the experiences your salespeople are able to deliver. Instead, your sales teams are forced to pull together a picture of your customers from a half dozen or more CRM, salesforce automation, billing, marketing, or other systems.

It's time to reimagine your approach to customer data.

Limitations of Customer Data in Silos
Customer data changes constantly and contact information goes stale fast. In fact, just 18 percent of U.S. companies have an advanced level of data quality, according to the 2017 Experian Global Data Management Benchmark Report. Customer and business data that is spread across disparate software and applications may result in:
• Multiple salespeople calling on the same customers
• Salespeople making irrelevant cross-sell and up-sell offers
• Decreased sales productivity and inaccurate sales forecasts
• Lowered customer satisfaction

The problem becomes exponentially difficult if businesses spin off, merge, or get acquired.

Data-savvy sales executives recognize that the purpose of their data and the technologies that deliver it are changing to better enable their teams to quickly and easily gain the trusted insights they need to deliver great customer experiences.

And the results are significant. In fact, a 360-degree view of customer data fueled a $60 billion manufacturing company to improve cross-sell and up-sell success by 5 percent.

Key to Improved Sales Decisions

Transformational sales initiatives rely on data to drive relevant conversations and interactions that grow customer loyalty and increase wallet share. With trusted customer profiles, your salespeople benefit from having access to clean, relevant, and governed customer information. Trusted customer profiles allow your sales teams to gain a clear picture of the status of your customers, the products they own, and the best way to reach them.

A 360-degree view of customer data combines with a trusted customer profile to include what you know about your customers' history, their interactions and transactions, the relationships they hold across complex hierarchies, and any sales and service issues.

The ability to strategically manage and share deeper customer knowledge empowers sales teams to maximize every customer interaction and create more relevant offers across brands and lines of business. And your sales operations team benefits from improved forecasting, performance analytics, and an ability to align resources more accurately to the market opportunity.

This leads to revenue growth, increased wallet share, shorter sales cycles, faster sales onboarding, and higher customer satisfaction.

Using Customer Data to Boost Sales Results

Many innovative sales leaders gain a competitive edge by better leveraging their customer data to empower their sales teams to deliver great sales experiences:

• More than 40 percent of contacts in the CRM system at Citrix were inactive, and prospect data was incomplete. With Informatica, the company created a trusted, complete view of customer relationships that led to a 20 percent increase in converting opportunities into sales.

• After experiencing shrinking customer satisfaction scores, AutoTrader successfully integrated its auto dealers, manufacturers, and ad agencies through the use of multidomain MDM. As a result, the company increased revenue through cross-sell and up-sell strategies and improved customer service and retention rates.

• A top wealth management firm was expected to deliver the right financial product recommendations and impeccable service to its discerning clientele, but getting a complete picture of its clients' data was a manual, labor-intensive process. By giving its financial advisors the ability to make the right offer at the right time and align service levels with customer value, sales productivity rose 30 percent.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Inaccurate customer data not only hampers sales effectiveness, it is costly. According to B2B research firm SiriusDecisions, the cost to prevent a bad record from entering a CRM system is $1. It costs $10 to correct it and $100 to do nothing, as the ramifications are felt over and over again.*

To succeed, businesses need highly motivated sales teams focused on performance. Sales teams also need the right tools—including a total view of a customer's relationship with the company—to drive top-line and bottom-line results. Informatica helps sales leaders deliver great customer experiences with a 360-degree view that's fueled with trusted customer data.

Learn More

Great customer experiences start with great customer data. Read our book, Customer Data Strategies for Dummies. You'll learn how to maximize every customer interaction with a 360-degree customer view and ultimately drive more business success.

* "The Impact of Bad Data on Demand Generation," SiriusDecisions.

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