

# Database Enrichment Increased Marketing Efficiency Worldwide



## The Client & Background

Our client is a global telecommunications equipment manufacturer who had been using Onboard's Demand Generation and Inside Sales services for over a decade.

Their operations were suffering from low marketing efficiency due to poor database governance. They were unable to properly segment data, which resulted in inaccurate sales forecasting. Uploads from multiple Salesforce.com instances caused duplicates, missing information and incorrect account classification. A large amount of data was not marketable and that in turn affected the marketing and sales results.

## Why Onboard

Onboard is a certified Salesforce.com partner and has a proven track record in successful database governance, cleansing, enrichment and maintenance. We provide scalable and multilingual coverage of the whole range of database services worldwide.

*Onboard has been supporting us for years and are very satisfied with the quality of service. Mutual trust has grown. Onboard keeps getting trained and updated on our activity and new tools. They are very dedicated.*

## Solutions

- Contact Database Governance
- Database Cleansing
- Database Enrichment
- Salesforce.com & Eloqua support
- Process Analysis and Optimization

## Results

We implemented all operations to run directly from the client CRM platform and embedded our CRM/data consultants in the client's data teams. A recurrent database quality maintenance process facilitated continuity as all data uploaded to Salesforce.com met predefined criteria.

- Marketable database
- Improved demand generation thanks to better account classification
- High adoption of Salesforce across the sales teams worldwide due to solid user support
- Increased marketing efficiency and accurate sales forecasting achieved

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