



Chaos to Clarity: Five Essential Steps to Improve CRM Data Quality

August 6, 2024

Presenter:



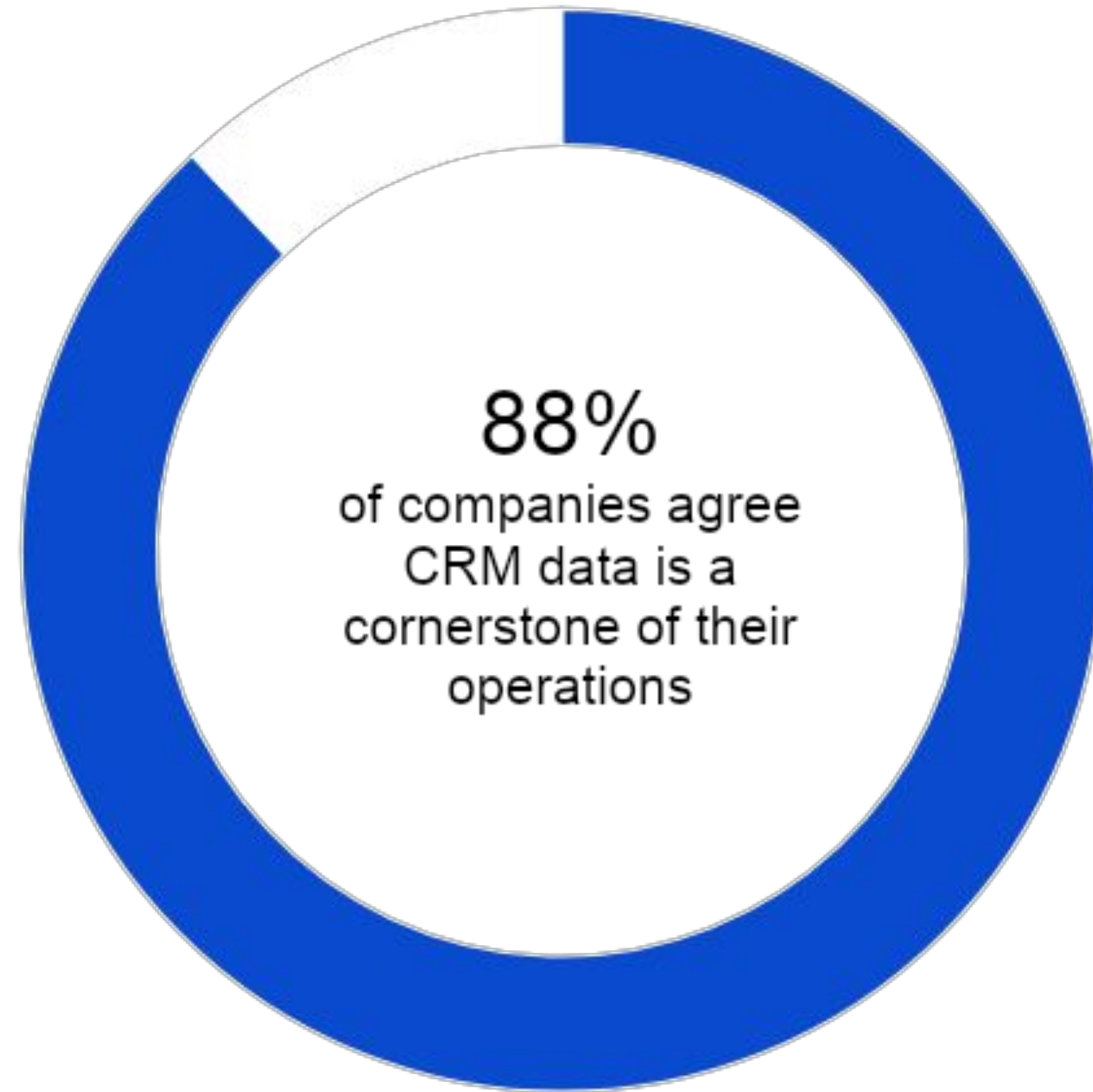
Olivia Hinkle

Director of Product
Marketing at Validity

Agenda

- **State of CRM Data in 2024**
- **Culprits of CRM chaos**
- **Impact of chaotic data**
- **5 quick ways to bring order to data chaos**

How companies view their CRM



How companies prioritize the health of their CRM data



The creators of chaos

- Managing data alone
- Data hoarding
- Project-based data management
- Unproductive end-user experience
- Poor data quality





We set the bar too low for data quality

- 64% of CRM admins are confident in the quality of the data in their CRM.
- 63% of CRM admins say less than 80% of their CRM data is accurate and complete.

5 ways to calm the chaos





Create a cross-functional data team

QUICK WIN #1

Why you should manage your data with a cross-functional team

- Keeps you in legal compliance
- Ensures data is useful for all departments
- Prevents data quality issues
- Makes data more trustworthy
- Enables more accurate reporting





Data governance initiatives result in a
25% improvement in data quality.

GITNUX REPORT 2024



Don't hoard data

QUICK WIN #2



72% of IT decision makers confess
to being data hoarders

Veritas



47% of consumers would stop buying from a company that fails to control how much unnecessary or unwanted data it is storing.

Veritas



On average, just 15% of data is
business critical.

Veritas



How to NOT be a data hoarder

- Familiarize yourself with data regulations
- Define the need for each data point
- Have a data archive plan
- Purge useless data quarterly

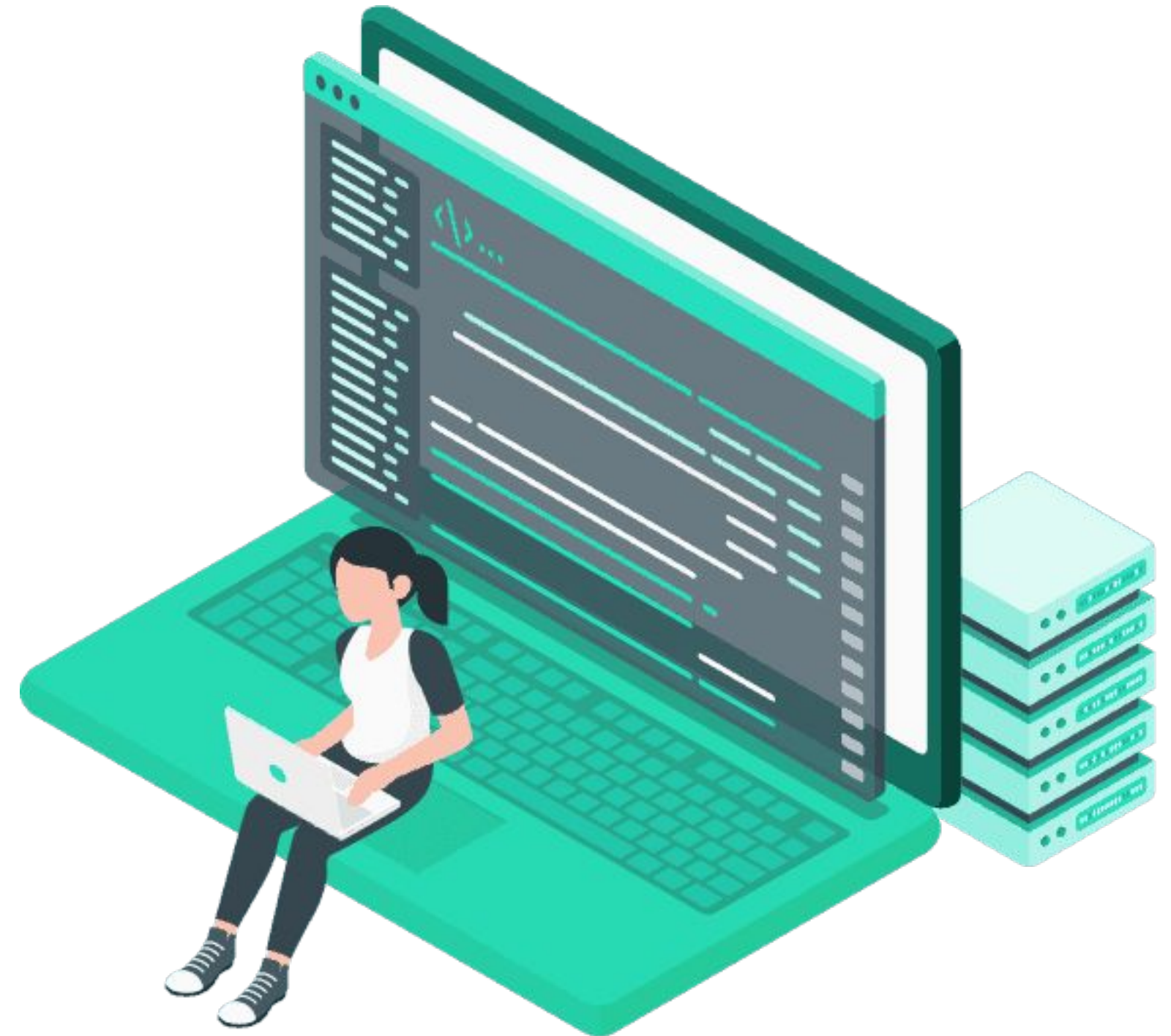


Get to know your data

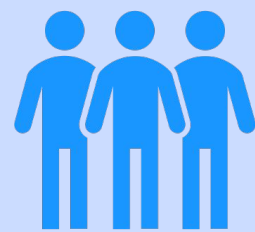
QUICK WIN #3

Profile your data

- Helps you understand your current data situation
- Uncovers data quality issues
- Documents how your data flows now
- Defines the data in each field and where it's used
- Aids in process improvement



Do we really know our data?



3 in 10 report that their company does not continuously monitor the quality of their CRM data



Those at the VP level or above were 21% more likely than average to believe their company monitors data quality



Don't assume business systems make
data entry and usage easy

QUICK WIN #4



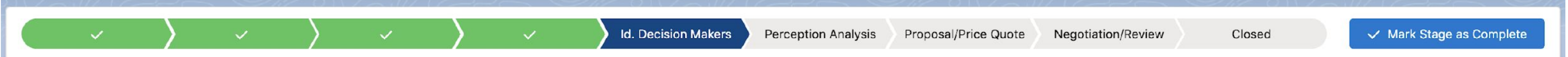
49% of companies say human error is the biggest cause for data inaccuracies.

Experian

Opportunity
Edge Emergency Generator

[+ Follow](#) [Edit](#) [Delete](#) [Clone](#)

Account Name	Close Date	Amount	Opportunity Owner
Edge Communications	12/30/2009	\$35,000.00	Olivia Hinkle



Activity Details Chatter

Opportunity Owner	Amount
Olivia Hinkle	\$35,000.00
Private	Expected Revenue
<input type="checkbox"/>	\$21,000.00
Opportunity Name	Close Date
Edge Emergency Generator	12/30/2009
Account Name	Next Step
Edge Communications	
Type	Stage
Existing Customer - Replacement	Id. Decision Makers
Lead Source	Probability (%)
	60%
	Primary Campaign Source
Order Number	Main Competitor(s)
	John Deere, Mitsubishi, Hawkpower
Current Generator(s)	Delivery/Installation Status
Tracking Number	

Related

- Products (0)**
- Opportunity Field History (0)**
- Notes & Attachments (0)**
- Or drop files
- Contact Roles (0)**
- Partners (0)**



10% of a sales rep's time is spent in spreadsheets to help them accomplish what they wish they could do in CRM.

xant

Streamline data entry for CRM users

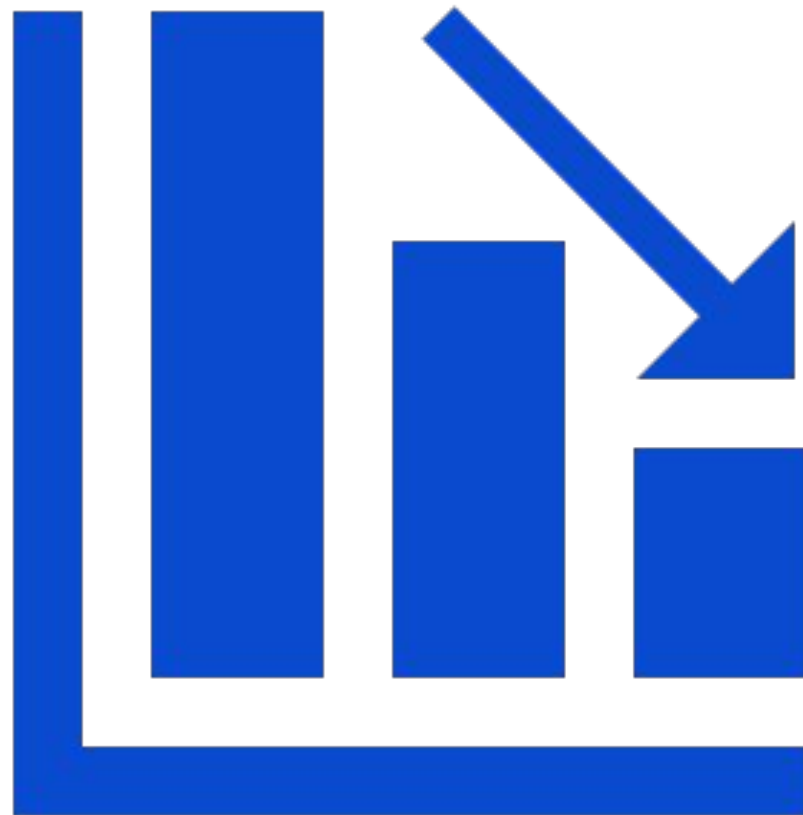
The screenshot displays the GridBuddyConnect CRM interface. At the top, there is a navigation bar with the logo and menu items: Organization, Manage Grids, and Grids. Below this is a dropdown menu for 'Validity Account Management - Salesforce'. The main content area is titled 'Validity Account Management - Salesforce | Accounts (Andrew Demo)'. It features a toolbar with buttons for New, Save, Refresh, Mass Update, Filter, Show, More, Groupings, Account Type, and Industry. The primary view is a form for editing an account, with fields for Account Name (A. P. EAGERS Ltd), Account Type (Customer), Owner Name (Andrew Fragias), Industry (Banking), and Employees (162,229). Below the form, there are sections for Cases (1 New), Opportunities (1 New), Tasks (2 New), and Contacts (15 New). The Cases section shows a table with columns for Priority, Status, Subject, Case Type, and Case Reason. The Opportunities, Tasks, and Contacts sections are currently collapsed. At the bottom, there is a list view of accounts with columns for Account Name, Account Type, Owner Name, Industry, and Employees.

Account Name	Account Type	Owner Name	Industry	Employees
A. P. EAGERS Ltd	Customer	Andrew Fragias	Banking	162,229
A. P. Eagers Ltd	Customer	Andrew Fragias	Chemicals	162,229
Adelaide Brighton Ltd	Integrator	Andrew Fragias	Shipping	113,513
Adelaide Brighton Ltd	Integrator	Andrew Fragias	Shipping	113,513
AGL Energy Ltd	Integrator	Andrew Fragias	Education	158,896
AGL Energy Ltd	Integrator	Andrew Fragias	Education	158,896
AMP Ltd	Integrator	Andrew Fragias	Education	83,553



Invest in tools to manage and
automate data quality processes

QUICK WIN #5



Data management solutions
can reduce data
management costs by 30%

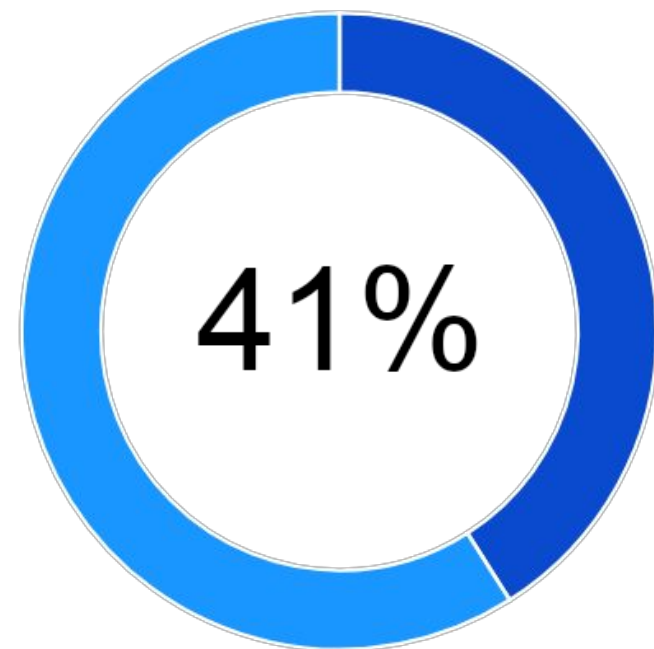
Look for a complete data quality solution that:

- Assesses your data to help with profiling
- Merges duplicate records (cross object, too)
- Standardizes field values
- Mass modifies
- Imports cleanly
- Exports
- Deletes
- Manages record ownership

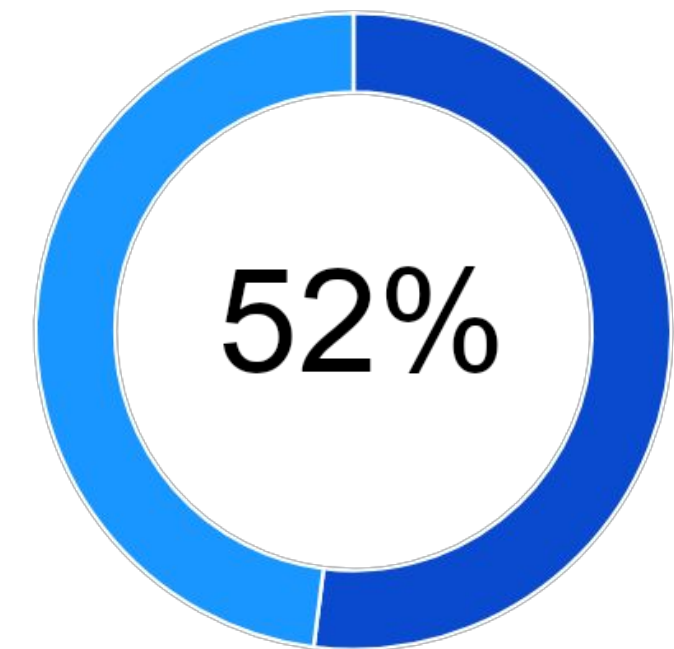
The screenshot displays the DemandTools interface. At the top, there's a navigation bar with the DemandTools logo, user information (olivia@soleng.com), and system status (Validity Solutions Engineering - Production, 260 of 101,000 API Calls). Below the navigation bar, there's a 'Start a new scenario' section with buttons for Convert, Dedupe, Delete, Export, Import, Match, Modify, Reassign, Tune, and Verify. To the right, there's an 'Assess' button and a 'Record Quality Bar' showing 4/5/24. Below this, a 'Run History' section shows 310 Scenario Runs, 128 Records Merged, 7 Records Inserted, 2 Records Updated, and 624 Records Modified. The main section is a 'Scenarios' table with columns for LAST RUN, SCENARIO, MODULE, OBJECT, CREATED BY, and RUNS SCHEDULE. The table lists various scenarios such as 'AK - Hemsworth Verify', 'Elliot UK Dedupe Scenario 2', 'AK - Dreamforce Opp Management', etc.

LAST RUN	SCENARIO	MODULE	OBJECT	CREATED BY	RUNS SCHEDULE
14 minutes ago	AK - Hemsworth Verify	Verify	Lead	Alex Korpita	7
8 hours ago	Elliot UK Dedupe Scenario 2 EMEA Leads	Dedupe	Account	Elliot Hogg	103
2 days ago	AK - Dreamforce Opp Management SFWT	Tune	Opportunity	Alex Korpita	59
2 days ago	AK - Dreamforce Leads (Source = Advertisement) SFWT	Tune	Lead	Ken Neudorf	91
2 days ago	AK - Dreamforce Standardize SFWT	Modify	Account	Alex Korpita	97
2 days ago	AK - Dreamforce Contacts SFWT	Dedupe	Contact	Alex Korpita	239
2 days ago	AK - Dreamforce Import SFWT	Import	Account, Contact, Lead	Alex Korpita	70
3 days ago	AK - Dreamforce Convert SFWT	Convert	Lead	Alex Korpita	53
3 days ago	Accounts(Billing) - Loose Criteria Validity	Dedupe	Account	Validity	10
4 days ago	AK - Dupeblocker Web Leads	Dedupe	Lead	Alex Korpita	94

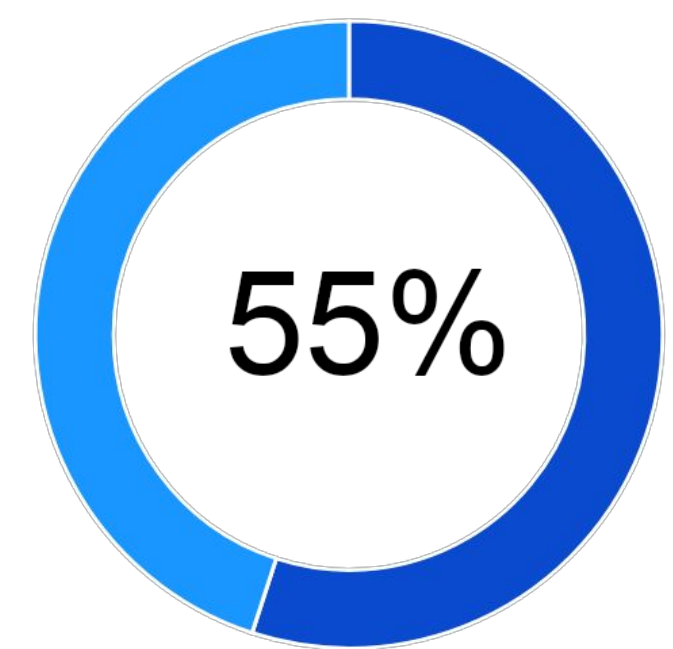
Are things changing for the better?



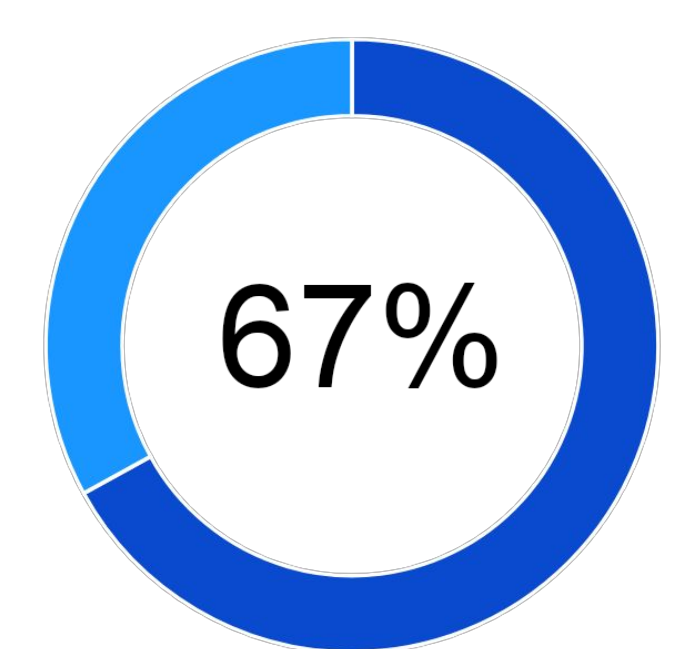
of companies that do not have a full-time employee dedicated to CRM data quality **have plans to hire for that role in the next 12 months**



of companies invest in data management solutions to improve CRM data quality – **a 49% increase from our 2021 study**



say the stringency of non-compliance penalties has led them to reevaluate their data governance practices in the last 12 months



say the legal department has gained a more prominent role in CRM data management

Resources!



The State of CRM Data Management in 2024

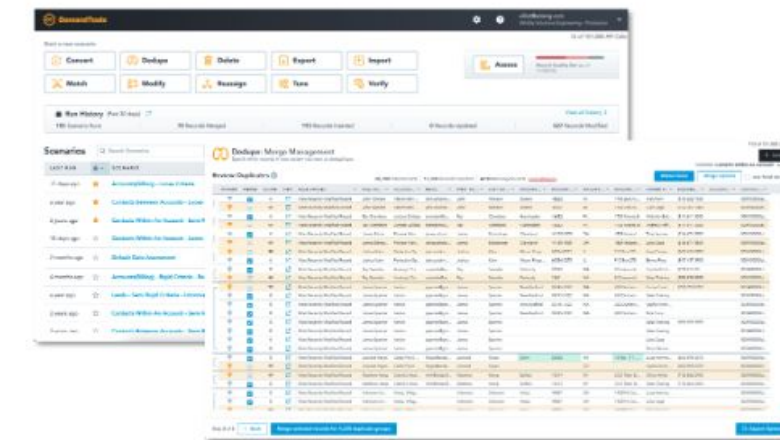
Validity surveyed 600+ CRM admins around the world...



Clean and manage your Salesforce data faster.

Get rid of duplicate, unstandardized, and junk records for clean data you can trust to power your business.

Start your 14-day trial today!



What you can do with your DemandTools trial:

- Understand where to start your Salesforce data clean up with a data quality assessment.
- Get familiar with how easily DemandTools handles deduplication, data loading, lead conversions, and mass updates.
- Receive usage notifications and track how many records are improved by each data quality scenario you run.
- See how simple it is to automate your data quality processes.
- Access training videos and documentation.
- Connect to a Sandbox org and test the full functionality and processing of DemandTools or connect to a Production org and test all functionality without processing the changes in Salesforce.

Already have an account? [Log In](#)

Get started with DemandTools

Fill out the fields below to create your DemandTools trial. You'll connect to Salesforce on the next page. Access to Salesforce records through DemandTools is controlled by your Salesforce user permissions.

First Name

Last Name

Company

Company Email

Country

Set Password Confirm Password

- I have read and accept the [Terms of Service](#)
- I have read and accept the [Privacy Policy](#)

[Create Account](#)



