

CUSTOMER CASE STUDY



BACKGROUND

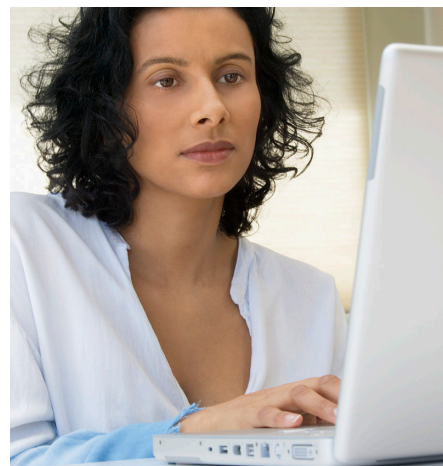
UserTesting.com provides the fastest and cheapest usability testing on the market. The widely used online service gives website owners access to a network of articulate and observant pre-screened users to help identify and correct usability problems.

CHALLENGE

When he joined UserTesting.com in February 2013, Jin Daikoku, the company's senior manager, sales development and operations, inherited a messy CRM dataset. The UserTesting.com sales team was calling on old leads and contacts that had accumulated over time in its Salesforce.com database from list uploads, online events, and imports from Data.com.

To remove the slack in the database, Jin would perform a Salesforce search regularly—tracking down multiple Accounts, duplicate Contacts, and duplicate Leads—so that he could execute a merge manually.

Making matters worse, the company's lead forms were only capturing data for First Name, Last Name, and Email Address. That meant Jin had to research additional company information himself before initiating outreach. The entire process was inefficient and delivered a substantial negative impact to his productivity.



“While only scratching the surface of our data problems, I probably spent 50% of my first two or three weeks on the job cleaning data instead of making calls.”

Jin Daikoku
Senior Manager, Sales
Development and
Operations

What UserTesting.com needed was the ability to increase the number of opportunities and the total dollar value of all opportunities provided to the sales team. But before it could get there, the groundbreaking usability-testing provider needed to find a way for its staff to stop scrubbing data and start building the customer base.

SOLUTION

The company turned to LeanData™ Inc., to cleanse its existing database, first implementing LeanData's CRMClean™ service in February 2013, then expanding to ContinuousClean™ in March. The services:

- Merge duplicate accounts and contacts by identifying the duplicate data that had been uploaded over time.
- Provide end-to-end management of ongoing list uploads, including mapping, normalized formatting, de-duplication, merging, and appending.
- Enrich lead and contact records, e.g., with job titles, company names, and addresses.
- Feature regular reporting on which records have been updated and support the ability to audit changes and customize the process on the fly.

The days of haphazard data aggregation, duplicate accounts, incomplete fields, inconsistent formatting, and improperly spelled data were over. UserTesting.com could count on fresh, duplicate-free leads with more than 95% accuracy.

BENEFITS

- Gained a 60%-qualified rate for inbound leads handed off to the sales team.
- Saved 50% in staff time by mitigating the need to de-duplicate and clean data manually.
- Increased the number of opportunities—and the total dollar value of all opportunities—provided to sales team.
- Improved the sales team effectiveness with up-to-date and accurate leads.
- Improved job satisfaction by allowing sales development and operations staff to focus on core strategic activities.

“My productivity has significantly improved. I have peace of mind not having to worry about data issues. I can generate more leads per month for my sales team.

I get these benefits not just one time, but on an ongoing basis, because we have a subscription to LeanData to monitor our data 24x7 and keep it constantly up to date.”

Jin Daikoku



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