

Customer Case Study



The Company

SIRVA Relocation provides comprehensive relocation solutions to corporations, individuals and governments around the globe. Offering unsurpassed accountability to both corporations and their employees throughout the entire relocation process, SIRVA provides complete end-to-end services that are customized to fit every corporation and every transferee.

The Challenge

The “go-to-market” strategy for SIRVA is to cross-sell and up-sell relocation brands to additional sites within their customer base.

SIRVA uses salesforce.com, which provides a market-leading, on-demand CRM solution, for their global marketing, sales and support functions. Because the majority of customer data has been manually entered into the system, the quality and reliability of salesforce.com account information sometimes was poor and could interfere with the Company’s ability to execute its go-to-market strategy.

Some of the challenges SIRVA faced included:

- Data quality issues like inconsistent account naming standards, missing addresses, duplicate records, no way of tracking moving brands sold into each customer site, and no linkage between customer sites that were part of the same corporate hierarchy.
- Enhancement of reports showing the potential of up-sell or cross-sell sites within their existing strategic accounts.
- Maintaining the integrity of data over time.

SIRVA’s Chris Hirmer, U.S. Sales Operations Manager, and Trevor Wilmot, Global CRM Program Manager, set out to find a solution.

“Our first attempt at correcting these issues was working directly with Dun & Bradstreet,” said Wilmot. “The D&B DUNS number gave us the standardization and site hierarchy structure that we

needed but it would be very difficult to get the D&B data into salesforce.com.” D&B was viewed as having the right data but the company does not provide the services needed for the data to be useable within SIRVA’s salesforce.com system. The data was one component of a broader solution.

In addition, this approach didn’t solve the challenge of keeping the data accurate and linked over time. New accounts would be created for sales campaigns that needed to adhere to the data standard set up by the initial cleanse.

The Solution

Bhavin Shah, salesforce.com Customer Success Manager for SIRVA, was introduced to InsideScoop through an internal salesforce.com partner forum. InsideScoop resells data sets from D&B and other data providers as a part of its overall solution integrated within salesforce.com, and is a salesforce.com Ready and Certified partner, which made them an attractive option for SIRVA.

Shah felt InsideScoop’s on demand data management solution working with the Dun & Bradstreet DUNS # and datasets could be a good fit for SIRVA. After considering multiple options, Hirmer and Wilmot decided to proceed with InsideScoop.

InsideScoop offers a data lifecycle management solution comprised of Customer Cleanse™ and Customer Connection™.

Here is how the InsideScoop solution is working at SIRVA. First, Customer Cleanse exports existing records from salesforce.com and preconditions them to optimize the number of records that will be matchable with a D&B DUNS number. The data is enriched by D&B with additional attributes like revenue, employees, SIC codes, and corporate linkages. The records are then returned to InsideScoop where data mapping and translation, deduping, and formatting logic are applied so the records are usable within the salesforce.com data model.

One key Customer Cleanse feature is creating the corporate hierarchies with the D&B data. The process starts with loading the global ultimate sites

then adding the tiers and descriptions for domestic ultimate sites, headquarters, and subsidiaries, desired by SIRVA.

“Customer Cleanse offered us the best of both worlds,” said Hirmer. “The service used the D&B Worldbase data set and corporate linkage that we wanted but InsideScoop has the methodology for getting the data into salesforce.com based on our sales process.”

The second part of solving SIRVA’s data quality issue was keeping the data accurate and enriched over time. Customer Connection is used by SIRVA’s sales operations team to update and add new account and contact records within salesforce.com.

Customer Connection is sForce certified against the salesforce.com API. It is launched within the salesforce.com screens. This makes it easy for users to match a DUNS number to any account record in real-time, view the D&B profile data and contact records, review news and SEC documents, and save the account and contact data directly into salesforce.com.

“Both Customer Cleanse and Customer Connection are designed around using the D&B DUNS number and the corporate linkage feature to create the data standard desired by SIRVA,” said Hirmer. “The combination of the two services addressed our need for a complete data management solution that corrects the data at hand in a batch process, then keeps the data accurate and linked over time.”

The Result

- Eliminated 13K duplicate records
- Added 13k new prospect sites associated the top 214 strategic accounts
- Implemented a new account creation process

InsideScoop is a leading provider of data lifecycle management solutions for Salesforce.com. The data lifecycle cycle begins with merging, deduplicating, and enriching records into Salesforce.com using Customer Cleanse™ when first deploying Salesforce.com, or periodically while in production. Next, Customer Connection™ is integrated into the Salesforce.com screens so users view the latest Internet based data about their Leads, Accounts and Contacts at their fingertips with easy means of saving desired data directly into Salesforce.com. Customer Connection covers over 40M million global companies and their contacts through integration to leading data providers like Dun & Bradstreet and iDEXEC.

If you are trying to gain deeper account insight with corporate hierarchies, contacts, revenue, employees and SIC codes, then give us a call. With InsideScoop you can be confident in your data. The result is increased revenue through improved sales and marketing productivity.

To learn more, visit www.insidescoop.com, email sales@insidescoop.com or call (650) 345-8600.

- Data quality issues eliminated
- Sirva can now pursue their cross sell and upsell strategy

The Customer Cleanse process eliminated approximately 13k duplicate account records, or 41% of all of the records in SIRVA’s database. 13k new prospect site records including key decision-makers were added within the corporate umbrella of the 214 strategic accounts and countries that SIRVA is concentrating on. These sites represent the global ultimate, domestic ultimate, headquarters and subsidiary sites across the primary countries SIRVA sells into within America, Europe and Asia Pacific. Each of these sites represents a new cross sell or upsell opportunity within the strategic accounts the company already has a good relationship with.

In conjunction with InsideScoop, Hirmer and Wilmot implemented a new account creation process. Field sales reps can submit a request for the addition of a new company into salesforce.com. The sales operations team reviews and implements the request based on a consistent company naming standard, completion of address fields, and linkage to parent sites all using Customer Connection.

“InsideScoop eliminated the data quality issue within SIRVA’s salesforce.com system,” said Wilmot. “Our sales organization can now successfully pursue our cross-sell and up-sell go-to-market strategy.”

An additional benefit is that the salesforce.com users are more heavily using their salesforce.com system with their increased confidence in the data, which has improved SIRVA’s satisfaction with their salesforce.com investment.