# CASE STUDY ON DATA CLEANSING & ENRICHMENT FOR CONSULTING FIRM



*A U.S. based company was able to successfully cleanse and enrich their existing Salesforce database in just 30 days with Flatworld Solutions' efficient data management services*

## The Client

Our client is a leading management advice and consulting company. They provide advice and support to organizations facing operational and financial hurdles.

## The Requirement

The client had a data cleansing and enrichment requirement for a database of over 20,000 contacts in the Salesforce CRM. Their requirements entailed comparing each contact record to possible duplicates in the Salesforce CRM and enrich the data by updating addresses, email ids, phone numbers, etc. The client was in search of a partner who could offer efficient and cost-effective data cleansing and enrichment services in just 30 days.

Flatworld Solutions' swift response to the client's enquiry, extensive experience in data management, and the ability to meet the client's requirements encouraged the client to outsource their work to Flatworld.

## The Problems

The client had a large volume of data that needed to be cleaned and enriched. This led Flatworld Solutions to assign experienced FTEs (Full Time Equivalents) to work on this project. The team had to be trained about the client's specific requirements to ensure accuracy. Given the scope of the project, the training was quite time-consuming and proved to be a challenge for the team as the turnaround time was very short.

## The Solution

In order to complete the project on time and with accuracy, Flatworld Solutions assigned five data entry FTEs to work exclusively on this project. The team used LinkedIn to verify the contact records in the clients' Salesforce database and used a self-coded tool that was developed in-house to verify the syntax of the contacts' email ids. This tool enabled the team to get higher levels of accuracy in terms of valid email ids and helped in the enrichment of the data. It also helped the team to cleanse and enrich more than 600 contacts per day. As a result, the team was able to make up for the time invested in training and meet their deadline.

The Quality Assurance (QA) team at Flatworld Solutions performed multiple quality checks during the different stages of the project and ensured that all duplicate records were deleted, the contact information for every record was accurate and updated, and that the project matched the client's guidelines and quality benchmark.

## The Results

Despite the difficulties faced during the course of the project, the Flatworld team was able to complete the project in just 30 days with an accuracy level of 100%. The client was highly satisfied with the quality of the work delivered by the data management team at Flatworld Solutions and outsourced two additional projects to Flatworld. As a result, Flatworld Solutions was able to establish a long-term business relationship with the client.

For all your data entry and data cleansing queries, get in touch with our experts now and received a customized solution to the most pressing concerns