

Lead Enrichment Wrkflow

Objective: Automate the process of identifying and researching missing client and lead data, and automatically uploading the information into ChefHero's database.

chefhero

Fast-growing solution for ordering, organization, and communication for foodservice.

With offices located in downtown Toronto and Chicago, ChefHero is a thriving startup offering wholesale supply ordering solutions for restaurants and other food businesses.

CHALLENGE

ChefHero was looking to build subscriptions to their service by reaching out to previous buyers and creating profiles for them.

To do this, they had to gather all the contact info of anyone that previously purchased from them—a long process, especially when their buyer list kept growing and growing.

SOLUTION

With a simple 4-step Wrkflow, ChefHero was able to locate missing data for existing contacts in their CRM in significantly less time (~2 minutes per contact) using a combination of bots and our Wrkforce.

By providing Wrk with access to their contact list, we were able to enrichment contacts directly in their database, so they could access the up-to-date details immediately.

RESULTS

2m12s

To research & add 1 contact to database

1m44s

To research additional data per contact

-39%

Average time to enrich 1 contact compared to previous process

+344%

Average finalized contact /person/hour compared to previous process

WRKFLOW

