

## First View: Jigsaw

### A new solution to the ongoing challenge of CRM contact data management

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*First Views are designed to introduce research clients to new solutions we think offer innovative approaches for dealing with the sales and marketing challenges that companies face today.*

#### INTRODUCTION

For the past 14 years, as part of CSO Insights' annual Sales and Marketing Performance Optimization studies, we have surveyed thousands of companies worldwide and focused on how they are leveraging Customer Relationship Management (CRM) technology to improve performance. While we have seen many changes in the CRM space during this time, one thing frustratingly has not changed. When asked to share the top challenges they face in implementing/managing their CRM system, for the past six years the No. 1 issue companies encounter has remained the same: *populating and maintaining good data in the systems.*

For marketing, this challenge represents a cost issue. Sending out direct marketing pieces based on poor quality CRM-generated lists is a waste of time and money because it targets people you never reach. For sales the problem can be even worse. If reps lose confidence in the accuracy of the data in the system, they stop using those applications and start maintaining their own contacts in their own databases on their PCs. The problem is clear. What can be done about it?

#### JIGSAW PROFILE

We were first introduced to San Mateo, Calif.-based Jigsaw in 2006 by the CSO of a technology firm that was an early adopter of their service. Their business objective was interesting: build a community of sales professionals who would share detailed contact information (full name, title, company, address—and most importantly, valid *phone number and email address*). Members earned points for contributing new names to the database; the points could in turn be spent acquiring new names to use in their own sales and marketing efforts. Our question: Would this approach really catch on?

Fast-forward to today and we see that the answer is clearly “Yes.” Jigsaw's 300,000+ members have helped the company amass a database of well over *6.5 million* contacts. While Jigsaw continues to build toward its ultimate goal of mapping out every business organization, it has recently started to offer **Jigsaw Clean**, a new service leveraging the company's high-quality database that will be of special interest to firms looking to

optimize their CRM investment. The proposition is very simple, but also very valuable. Jigsaw Clean focuses on solving three problems:

### **Scrub Contacts**

Initially, Jigsaw Clean analyzes your CRM contact database to identify matchable records that you and they have in common. This initial analysis can help identify and remove duplicate records. Next, the application then takes all the matched records and compares them field by field. When Jigsaw Clean finds that it has more current information than you have, it updates your record with the new information. We have found this level of service to be available from other firms; however in some cases the level of contacts for matching has been limited to senior executives. With the richness of Jigsaw's contact database, a higher degree of data scrubbing can occur. A final part of this process is the identification of dead records – contacts that Jigsaw knows are no longer with that firm – which allows those records to be archived or deleted.

### **Complete Contacts**

Jigsaw Clean would be useful if it stopped there, but it goes beyond scrubbing the data fields you have and helps complete fields you do not have. For example, you may have the main phone number for a particular business, but are missing the direct dial numbers for individuals in that company. Or you may not have many email addresses at all. Jigsaw Clean really starts to show its value by flushing out those records and adding detailed information you do not have on individual prospects and customers, a capability that most sales and marketing professionals value tremendously.

### **Augment Contacts**

This was the most compelling feature for us. While it is clearly important to optimize the records we do have, the ultimate end game is to have as many valid contact records as possible. Here is where Jigsaw shines. As a test we called a research client who sells technology solutions to IT professionals in the banking industry. We asked the client how many contacts they had in their system for IT professionals at Wells Fargo in San Francisco. The number was 81. Jigsaw's number was *over 200*. If Wells Fargo is a key account for our company, I now have the chance to increase the robustness of my records by augmenting them with the unique records Jigsaw has.

## **CONCLUSION**

As we have noted in several of our reports this year, selling continues to be more challenging for sales teams. To be successful, they need to identify and enlist the support of an-ever changing number of stakeholders to build consensus to close a deal. If they are going to meet the steadily increasing revenue targets we are setting for them, we need to provide sales reps with the systems and data to support the task. Having tested the capabilities ourselves, we think Jigsaw is on track to be a valuable partner in attacking this critical challenge, and is well worth an evaluation.

Any questions on the perspectives presented here should be directed to Jim Dickie, (303) 530 6930 or Barry Trailer (415) 924 3500.