

CleanCRM Success Story Kintera

The Company

Kintera Inc. is a Blackbaud company that provides an integrated, on-demand open platform to help organizations quickly and easily reach more people, raise more money, and run more efficiently. The Kintera platform consists of a variety of products including events, advocacy, e-mail, website content management, donor management, constituent relationship management, and accounting. Kintera Connect™, Kintera's open technology, enables clients and partners to integrate directly with Kintera technology, resulting in the availability of "best of breed" solutions through the Kintera Connect partner program.

Kintera®

The Challenge

Kintera had just implemented a new Oracle CRM On Demand system. They had gathered data from five different sources and some of the data had overlapped. The company was aware that this could happen and when faced with the issue of many duplicates to merge by hand — the task seemed insurmountable. According to Melissa Yu, Kintera's Business Applications Analyst, "We had duplicate contacts that our support reps were adding support tickets to, and there may be five duplicates that each rep is adding to a different contact. It was very confusing to our internal and external communications!"

After using Oracle CRM On Demand for two months, Melissa Yu sought a long-term solution to their ongoing data cleanliness problems. They were seeking an easy to use solution that could automate the process of eliminating duplication. Finding ActivePrime CleanCRM was easy — Melissa Yu had worked with it before at a previous company. She recognized the easy interface and was pleased that it was quickly usable within Oracle CRM On Demand.

“ I run merges once a month and it saves me 15 hours a month. ”

—Melissa Yu
Business Applications Analyst at Kintera

The Results

The new CleanCRM system "worked quite nicely," according to Melissa Yu. With ActivePrime's CleanCRM, a breakthrough data quality solution, Kintera was able to resolve large quantities of duplicate records at once without any problem whatsoever. ActivePrime saved Kintera, time, money and the headache of tedious manual finding and merging of duplicates. Unlike less advanced systems, the new and improved CleanCRM, was dramatically better. Melissa estimated that it saves Kintera 15 hours a month, which is a marked improvement in their workflow as well as with internal and external communications. Data quality managers now work smarter not harder with CleanCRM. Melissa highly recommends ActivePrime's CleanCRM for Oracle CRM On Demand users.