

CleanEnter Success Story Administaff, Inc.

The Company

Administaff is the nation's leading professional employer organization (PEO), serving as a full-service human resources department that provides small and medium-sized businesses with administrative relief, big-company benefits, reduced liabilities and a systematic way to improve productivity.



The Challenge

Before Administaff implemented ActivePrime CleanEnter, there were data duplications that were difficult to detect in Oracle CRM On Demand. At the urging of the sales force, management investigated a real-time data quality solution. Since Administaff was pleased with another ActivePrime solution (CleanCRM) they were already using, they selected CleanEnter.

According to Sam Sanderson, Manager, Sales Automation & Analytics, insufficient data was impacting the productivity of the sales consultants because the new data entry step was more time consuming. They were spending too much time searching the system for matching records.

The Results

Sam comments that he really likes the fuzzy search logic CleanEnter uses for locating similar matches. The time to find contacts in Oracle CRM On Demand has become negligible and the rate of duplicate creation has decreased for Administaff.

Sam advises that every company "should get something quick to solve data quality problems. It's not a matter of if you need it. You do. And make sure it integrates very well with your CRM." He reminds companies to look into a real-time data quality solution soon after selecting a CRM!

Sam recommends ActivePrime CleanEnter at every user's group meeting he attends.

“... get something quick to solve data quality problems. It's not a matter of if you need it. You do. And make sure it integrates very well with your CRM.”

*–Sam Sanderson,
Manager, Sales Automation & Analytics*