

CleanCRM Success Story Bridge-Linguattec

The Company

Bridge-Linguattec is dedicated to helping organizations, companies, and individuals of all ages and backgrounds reach their goals of international service and learning, intercultural communication, and global commerce. They succeed in this by providing language study, teacher training, translation and interpretation, work and study, service learning, and volunteer placement both in the US and in amazing locations around the world.



The Challenge

Bridge-Linguattec had been using salesforce.com for over a year with no overt attention to data cleansing. The consequence from this lack of attention to duplication in the CRM resulted in their sales department contacting leads multiple times. Not only was this embarrassing, but there was a great deal of productive time lost with employees dealing with duplicate data/leads.

According to Katie Hamilton, Job Placement Advisor, "there were many duplicates that took a lot of time from employees to eliminate." Katie also noted that Bridge-Linguattec's CRM system also contained data that had not been standardized in format.

The Process

After using salesforce.com for a few months, a colleague of Katie's 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 – they simply looked on the AppExchange.

“ Now that we can eliminate duplicate leads, it is possible for employees to focus more on sales. ”

**–Katie Hamilton
Job Placement Advisor
at Bridge-Linguattec**

The Results

"Now that we can eliminate duplicate leads, it is possible for employees to focus more on sales," according to Katie. She indicates that, "the deduping is the most amazing feature of CleanCRM."

Bridge-Linguattec is now saving a few hours of work per day and business reporting and analytics have become more accurate. ActivePrime is saving Bridge-Linguattec money, time, and aggravation. CRM Managers, like Katie, now work smarter not harder with CleanCRM.

Advice to Others

Katie recommends ActivePrime CleanCRM to any company who has a volume of incoming data too large for employees to manage on their own, especially when regular job duties are severely slowed down due to time consuming manual data work. Katie says that "CleanCRM will save an enormous amount of time and the headache of manual data manipulation."