

CASE STUDY

Data Entry Expedites the Work of a CRM Software Company and Its Clients

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Challenge: When a financial services technology company first launched its CRM software in 2001, the company's account representatives were tasked with entering its clients' historical contact data as part of the start-up process. This was not a scalable solution given the pace of growth and the increasing demands on its account representatives.

Solution: The company quickly determined that outsourcing the data entry would provide faster and more accurate results. In 2001, they selected TDEC as its data entry partner. TDEC utilizes its Oakland, MD location to support the contract, scaling resources to meet the company's fluctuating demands. Data entry tasks range from simple keystrokes to the more complex involving language translations and multiple record updates.

Results: To date, TDEC has entered over 3 million contacts on behalf of the contracting company with speed and accuracy. Using its multi-level quality control system, TDEC has achieved 99.6% accuracy for data entered in 2016 and 2017, and is on track to exceed its past performance in this 16th year of contract. Accurate and timely data entry means that the contracting company can launch its clients onto its platform faster accelerating growth and maximizing client returns.