

# CRM Data Migration And Ongoing Maintenance Support to a European Investment Bank

40% cost savings

20% more client-facing time

Real-time CRM support

Staggered project-based team and use of hybrid model, bringing in additional cost savings

## CHALLENGES

- Inadequate client-facing time for users owing to significant time spent in maintaining CRM data
- Lack of standard template to store contact data
- Gaps in contact data stored by 250+ users
- Inconsistencies in data due to data storage in various formats and templates
- Duplication, as multiple users liaised with same accounts and leads
- Need for bulk cleansing prior to migrating to Salesforce
- Absence of central point of contact (PoC) onshore to handle collation, cleansing and migration process
- High cost of function if handled by onshore team

## OUR APPROACH

- Liaised with 250+ users in collating over 1 million data points into a raw database
- Set up a hybrid offshore team on a staggered basis, based on the data quality to be cleansed
- Made real-time calls to coordinators from the onshore team and the CRM vendor to finalise the business logic to be used to remove duplicates, bridge data gaps and correct inconsistencies
- Used SQL and Python to speed up the cleansing process

## IMPACT DELIVERED

- The offshore team independently collated data from 250+ users in different geographies, freeing up 30-40% admin time for the onshore team
- Over 1 million data points were cleansed (duplicates removed, gaps bridged and inconsistencies corrected) with the use of SQL and Python and migrated onto Salesforce within 4 months, saving 70-80% admin time vs handling the cleansing exercise manually
- The offshore team maintained a central PoC for Salesforce to ensure continued data accuracy, resulting in 20% more client-facing time for onshore users
- MIFIID-related reporting (cost allocations, commission reports, etc.) was automated based on data stored

on Salesforce, releasing 20% more client-facing time for the onshore team

- The client realized 40% cost savings vs hiring similar talent onshore

### About Acuity Knowledge Partners

Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 300+ financial institutions and consulting companies through a team of over 2,500+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.

We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.

---

© 2020 Acuity Knowledge Partners. All Rights Reserved.

[contact@acuitykp.com](mailto:contact@acuitykp.com) | [acuitykp.com](https://acuitykp.com)

