

Jigsaw Case Study

Customer

The Hackett Group (Hackett) is a global strategic advisory firm that provides insight, advice, and best practice recommendations to companies worldwide, including many members of the Global 2000.

Challenge

Hackett was about to launch an awareness mailing campaign to C-level executives from Global 2000 companies, but found itself short on complete, accurate contact data.

Solution

Hackett used Jigsaw Clean to update and append the data in its Salesforce.com database. By doing so, Hackett built out its mailing list so that it could meet its goals for the campaign.

Results

With Jigsaw Clean, Hackett has:

- Simultaneously updated thousands of contacts in Salesforce.
- Reduced manual data maintenance by its salespeople.
- Enabled a mail campaign that helped increase awareness of Hackett's services among C-level executives.
- Minimized wasted production costs related to returned mail.
- Broadened its pipeline and increased future sales opportunities.

"Jigsaw Clean turned out to be the only solution that could clean our CRM database and augment our data base with missing mailing list fields quickly, in time for our campaign. Using Jigsaw also broadened our pipeline, which will increase future sales opportunities. We will definitely consider using Jigsaw Clean to cleanse and append our database on an ongoing basis."

— Michael Janis, Senior Vice President, Business Development, The Hackett Group

The Hackett Group

The Hackett Group Reaches a Global 2000 Audience, Thanks to Jigsaw Clean



Executives around the world rely on The Hackett Group's research and analysis as they look for ways to improve business performance. So, when Hackett recently created a quarterly marketing publication aimed at C-level executives from Global 2000 companies, it wanted to get the word out to business leaders. Hackett designed a direct mail campaign aimed at CEOs as well as the heads of Finance, HR, IT, and Procurement—but then realized that the contacts in its Salesforce.com database were not complete or accurate enough to support the campaign.

"We were well short of the 10,000 names that we had hoped to contact," says Michael Janis, Senior Vice President, Business Development for The Hackett Group. "We had two choices: mail the piece to a much smaller list and hope to build our list over time, or find some way to inject more information into our database. We finally decided it was in our best interest to go outside the company for better contact data."

Highly Accurate Data Helps Hackett Influence Executives

Hackett initially inquired about a competitive database cleansing service to Jigsaw's, but discovered that it could only correct the contact data in one account at a time. Jigsaw Clean, on the other hand, offered the ability to automatically pull a large volume of missing and non-duplicated contacts into Salesforce. After testing samples of Jigsaw's data, Hackett decided to run Jigsaw Clean on its mailing list.

"Jigsaw Clean dramatically increased our number of complete, accurate contacts, which enabled us to meet our goals for our C-level mailing campaign," says Janis. "Without the Jigsaw data, we wouldn't have been able to increase awareness of our services among so many thousands of high-ranking executives."

Increasing Data Quality while Easing the Burden on Staff

Before turning to Jigsaw Clean, Hackett's salespeople frequently had to take time away from money-making activities to update their contact data. A designated staff member also spot-cleaned the data manually.

"Accuracy is an ongoing issue in our database because of the frequency with which executives leave positions," says Janis. "In addition, our salespeople are like any salespeople—they tend to concentrate on maintaining their favorite accounts, while often letting the rest of the data get stale or remain incomplete. Jigsaw Clean dramatically enhanced the accuracy of our information, which allowed our staff to focus on increasing revenue."

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The Hackett Group

Jigsaw Clean also gave Hackett assurance that its C-level campaign would not waste precious budget by mailing pieces to outdated addresses. By comparing companies' contact data to its own highly accurate, self-cleansing database of 7 million contacts, Jigsaw Clean provides rigorous protection against faulty information, missing data, and dead records.

"Every time a direct mail piece is returned, it's a missed opportunity to connect with an executive," says Janis. "Jigsaw's database is continuously corrected by real business users who rely on those contacts to make sales—so they're highly motivated to make sure it's accurate. By using Jigsaw Clean to compare our data against Jigsaw's data, we minimized the chances of returned mail and wasted marketing budget."

Automated Cleansing Solution Also Widens Pipeline

With Jigsaw Clean, Hackett not only launched a successful mailing campaign, but also filled its Salesforce.com database with valuable leads for future campaigns. Hackett now recognizes the value of using an automated, highly accurate database cleansing solution.

"Jigsaw Clean turned out to be the only solution that could get us missing mailing list data quickly, in time for our campaign," says Janis. "Using Jigsaw also broadened our pipeline, which will increase future sales opportunities. We will definitely consider using Jigsaw Clean to cleanse and append our database on an ongoing basis."

About The Hackett Group

The Hackett Group, a global strategic advisory firm (NASDAQ: ANSR), is a leader in best practice research and advisory programs, benchmarking and transformation consulting services, including shared services, offshoring and outsourcing advice. Utilizing best practices and implementation insight from more than 4,000 benchmarking studies, executives use Hackett's empirically based approach to quickly define and prioritize initiatives, and to leverage proven strategies that enable world-class performance. Through its sister company REL, Hackett offers working capital solutions focused on delivering significant cash flow improvements. Hackett has worked with 2,700 major corporations and government agencies, including 97% of the Dow Jones Industrials and 73% of the Fortune 100.

About Jigsaw

Jigsaw is an online directory of business contact and company information, which is built, maintained, and accessed by its global community of more than 300,000 members. Jigsaw provides low-cost, easy access to high-value business information that can be used to identify key decision makers and people for purposes such as sales, marketing, customer service, and recruiting.

For more information, visit www.jigsaw.com



Jigsaw
2 Waters Park Drive, Suite 250
San Mateo, California 94403