

Jigsaw Case Study

Customer

Sales Performance International (SPI) helps companies elevate their sales relationships, which drives revenue growth and sustainable performance improvement.

Challenge

SPI had too many incomplete contacts in its sales and marketing databases, which hindered its ability to conduct effective email and prospecting.

Solution

In 2008, SPI scanned its databases with Jigsaw Clean. This subscription-based service dramatically enhanced the usability of SPI's contact data.

Results

With Jigsaw Clean, SPI has:

Expanded its marketing database from 75,000 to 96,000 usable contacts.

- Increased its webinar registration rate from 2-3% to 5-6%.
- Increased percentage of new registrants per webinar from 29% to 34%.
- Increased average attendance among registrants from 45% to 54%.
- Corrected and appended contact data for thousands of hard-to-find decision makers.

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— Caroline Durham, Sales Operations, SPI

Sales Performance International (SPI)

SPI Connects with Jigsaw Clean



For two decades, Sales Performance International (SPI) has helped well-known corporations such as Microsoft, Heineken, IBM, and Verizon transition from selling products to selling high-value solutions. SPI seeks to continue attracting challenging and lucrative clients by inviting prospects to its Thought Leadership webcasts. But until recently, thousands of its contacts contained outdated email addresses—or lacked them completely. In addition, many contacts did not include titles, making it difficult for SPI to segment its lists properly.

Subsequently, SPI hired a team of summer interns and assigned them to append email addresses to 20,000 incomplete contacts in its database. The results were disappointing.

"We told our interns to try to find one correct email address for an employee at a company, and then guess at other people's addresses based on the same format," says Caroline Durham, Sales Operations, SPI. "But when we sent the list, about 50% bounced back. And, not surprisingly, our interns hated the work."

As part of a new partnership with Jigsaw, SPI arranged to have its databases scanned by Jigsaw Clean, a subscription-based service that helps companies get more value from their CRM databases by deleting dead or duplicate records and appending incomplete contacts.

One Scan Makes 20,000 Contacts Usable Again

SPI reaped immediate benefits from its first scan. Jigsaw Clean updated and appended more than 20,000 previously unusable records.

"With Jigsaw Clean, our marketing database quickly went from 75,000 to 96,000 usable contacts," says Durham. "We then saw major improvements in the effectiveness of our email campaigns. Our webinar registrations increased from 2-3% to 5-6%. Average new registrants per webinar went up by 5%, and our average attendance among registrants went up by 9%."

The scan added or updated more than 19,000 phone numbers and 7,000 email addresses. It also added valuable information about titles and roles, helping SPI to better segment its lists for future campaigns.

"Much of the credit for our success has to go to the constant improvement in our marketing content," says Durham. "Growing our database by 20,000 usable names was invaluable. Consider that it previously took a team of interns an entire summer to add 20,000 email addresses—and even then, half of them may have been wrong."

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Highly Accurate Database Has the Titles SPI Needs

SPI especially benefitted from Jigsaw’s ability to correct and append information for hard-to-find middle-manager contacts. After they update contacts with Jigsaw, SPI’s salespeople can load them back into Salesforce.com with the click of a button.

“Jigsaw has more than 1,000 contacts at some of the companies we’re targeting, and they all have email addresses,” says Durham. “They have all the titles we need, like regional vice presidents, sales development, and HR training staff. We know the information is accurate because members are constantly updating it. I always tell my salespeople to try to correct any outdated information for the good of the user community.”

Partnership with Jigsaw Increases Value of Database

As part of its partnership with Jigsaw, SPI will begin using Jigsaw’s entire suite of enterprise solutions to improve its sales and marketing efficiency, and Jigsaw will offer SPI’s services to its clients. The relationship is already bearing fruit.

“I envision us using Jigsaw Clean regularly to maximize the value of our database,” says Durham. “I’ve been impressed with Jigsaw’s professionalism and attentiveness to our concerns. They made it incredibly easy to get our updated data back into our system, so that we could immediately put it to use. And any time I’ve had a question since then, Jigsaw’s customer service has been phenomenal.”

About SPI

Sales Performance International (SPI) is a global sales training and performance improvement firm dedicated to helping the world’s leading corporations drive measurable and sustainable revenue growth and operational sales performance improvement. Founded in 1988, SPI has been the leader in helping global companies successfully transition from selling products to marketing and selling high-value solutions. SPI has assisted more than 600,000 sales and management professionals in more than 50 countries and 14 languages achieve higher levels of performance. For more information, visit www.spisales.com.

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