1,010% ROI. 253% increase in lead creation. Easy, efficient and pain-free data entry. Impossible as it may seem, these are solid facts for Waste Corporation of America (WCA). Here is WCA’s story.

WCA provides waste services for residential neighborhoods as well as businesses and construction sites, operating across the Southern United States. Although WCA has a strong presence in the market, it remains aggressive in prospecting for new business. All its prospects get manually entered into WCA’s CRM system by its sales representatives for follow-up and nurturing.

That usually means an awful lot of manual data entry—and an awful lot of mistakes.

“We have had a problem with the accuracy of our CRM prospects lists, and making sure all pertinent data is accurate and complete,” says Andrew Miller, director–IT application development at WCA.

Miller acknowledges that WCA faced a challenge similar to many other companies: Sales reps need to make sure their CRM contacts are up to date, but they’re pressed for time, need to maximize the hours in their day to be successful, and are not data-entry experts.

**MAKING THE USER EXPERIENCE BETTER**

“In the past, a potential customer’s ZIP code would often be missing, or its state, or even its entire address,” Miller says. “Yes, it was sometimes carelessness, but it really came down to the user experience. Our CRM data entry interface was just not as easy, efficient and pain free as it could be.”

Because of this, WCA also found that sales reps were resistant to use its CRM system. The solution was to make the process easier with Melissa’s cloud-based Global Express Entry.
“We found that Global Express Entry was the
best and least-expensive solution for accurate
address completion,” Miller says. “Think about
the amount of time a sales rep takes to enter an
address, maybe one minute total, and unfortunately
complete with mistakes. With Melissa’s Global
Express Entry, it’s now down to 10 seconds and
completely accurate.”

WCA’s CRM system also generates contracts for
onboarding customers and continuing services
which also require accurate address data.

“We’re in a service business. We need an accurate
address to make sure a dumpster is delivered to
the right person and place,” Miller notes. “And
accurate contracts need to be on the desk of the
contract-entry team and entered into our enterprise
resource planning system. We can’t service or even
bill a customer if the address is wrong.”

Global Express Entry autocompletes the addresses
of WCA’s customers and prospects, even when only
the first few characters of the address are entered.
Global Express Entry also has an option to start
with the city, state or ZIP code. If a few letters of a
city is entered, the state will be instantly provided.
It’s the same with a few numbers entered of a ZIP
code or letters of a street name.

For WCA, Global Express Entry’s autocompletion
not only assures contact accuracy, but also helps
create a single view of the customer, prevent
duplicate data, and reduce CRM abandonment by
the sales team.

HOW GLOBAL EXPRESS ENTRY STACKS UP

WCA’s CRM system comes equipped with address
verification from a well-known competitor. When
asked to compare the two, Miller stated, “I like
Melissa’s autocomplete a little better because it
provides not only verified mailing addresses but
also suite numbers if a company is in a high-rise
building. And the other service doesn’t provide
addresses that are mailing-verified.” WCA’s return
on investment using Melissa’s Global Express Entry
has been eye-opening.

Miller calculated how much time each sales rep
saved on data entry alone. Then he multiplied
that by the number of reps, and then again by the
average salary, giving him the amount of money the
company had saved so far (not counting time saved
solving billing and contract issues). After subtracting
the cost of Melissa Global Express Entry from the
dollars saved in inefficient manual labor, WCA net a
1,010% ROI.

“In addition, adoption of our CRM system by sales
has gone up across the board since implementing
Melissa,” he says. “With Melissa as a piece of
a larger platform optimization push, we delivered a
253% increase in lead creation, period over period.”

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– ANDREW MILLER, DIRECTOR–IT
APPLICATION DEVELOPMENT AT WCA

About Waste Corporation:

Waste Corporation (WCA) proudly serves customers
at home, work and in an array of commercial industries
by efficiently collecting, transferring, processing and
disposing of waste. For nearly two decades, WCA has
been providing outstanding customer service, and
owns one of the best safety records in the industry.
WCA encompasses the highest environmental and
ethical standards, and is becoming the leader in all
markets served, while providing safe and reliable
customer service at the best price. For more
information, visit wcawaste.com.

About Melissa:

Since 1985, Melissa has specialized in global intelligence
solutions to help organizations unlock accurate data for a
more compelling customer view. Our breadth of data and
flexible API technology integrates with numerous third-
party platforms, so it works for you and makes sense
for your business. More than 10,000 clients worldwide
in key industries like insurance, finance, healthcare,
retail, education and government, rely on Melissa for full
spectrum data quality and identity verification software,
including data profiling, cleansing, matching and
enhancement services, to gain critical insight and drive
meaningful customer relationships.

For more information or free product trials, visit
www.Melissa.com or call 1-800-MELISSA (635-4772).