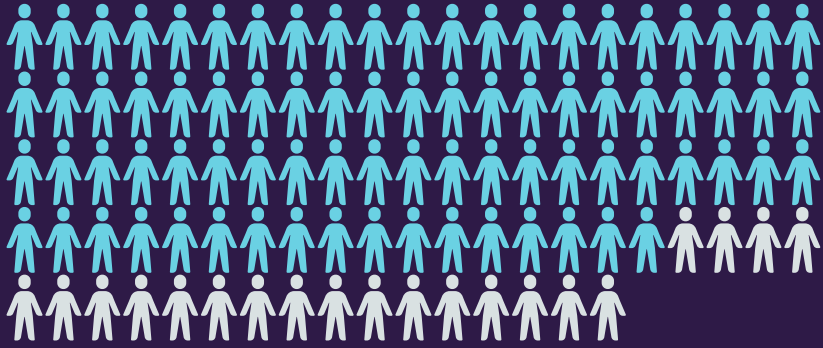
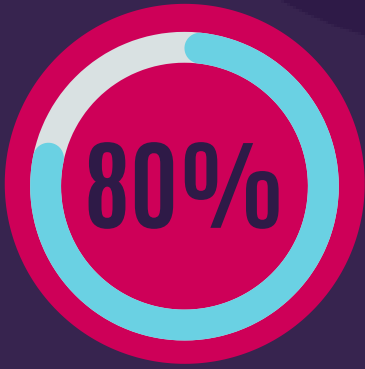


THE EFFECT OF DUPLICATE RECORDS



Eighty percent (80%) of respondents said that duplicate records in their CRM were a real problem for their company.

How duplicates are harming your business



Wasted time
(and money)



No single candidate
/ client view



Decisions based
on 'bad' data



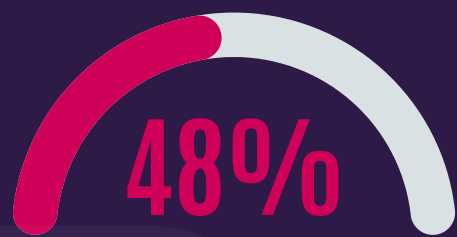
Damage to brand
reputation



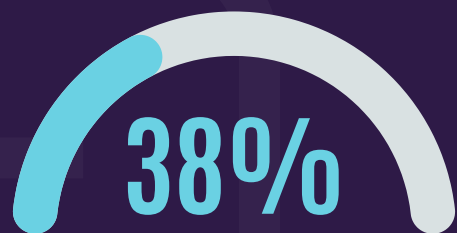
Poor email
deliverability

DAY TO DAY IMPACTS

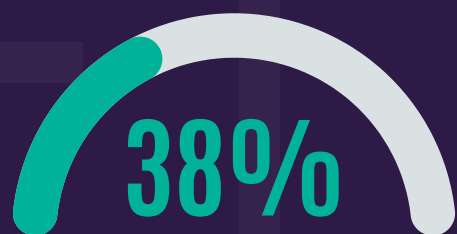
Searches are
difficult



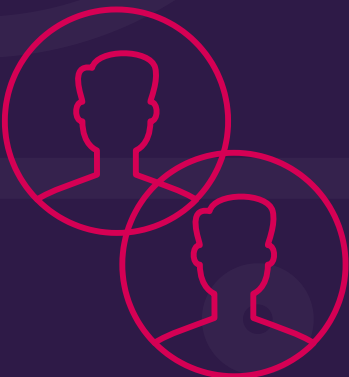
Reports are
inaccurate



Creating the
same contacts
over and over



The most common type of duplicate records that respondents listed was contacts.



Duplicates can come from a wide range of sources — customer input error, importing and exporting errors, or even mistakes from your team.

It can be very hard to prevent them completely, so it's a good idea to have a way of merging them on a regular basis.