melissa
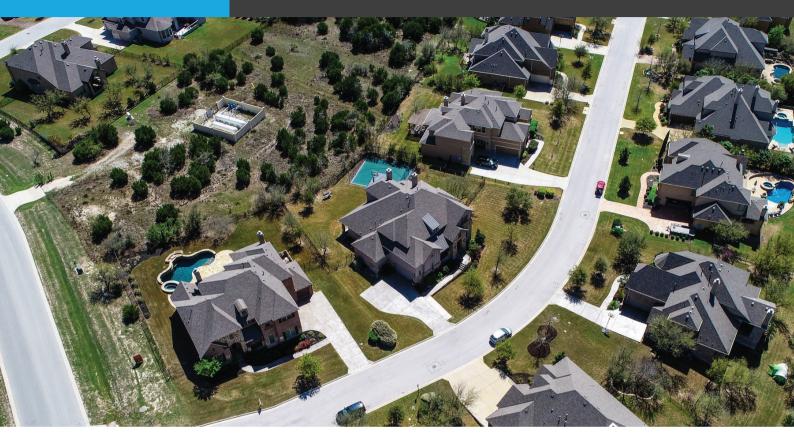
WCA Nets 1,010% ROI + 253% Increase in Lead Creation with Address Autocomplete

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).