TENSAR, COMMERCIAL METALS CLIENT STORY

Tensar®

CHALLENGES

In a company of this size, bad data came at a cost—not just financially, but in time and sanity. Tensar faced a bloated CRM system, overloaded with tens of thousands of redundant records that clogged their database. This created a two-fold problem: it slowed down both the overall system and the users who relied on it. Duplicate records and poor-quality data caused constant frustration, turning what should have been a vital business tool into a source of inefficiency. Simple tasks like lookups, record associations, and searches became sluggish, often returning inaccurate results. This hindered productivity, impacting both users and the business as a whole.

Drew Hughes
CRM Developer, Tensar

"Data8 truly made a difference for us. Their tools, Duplicare and Integrity, were incredibly easy to implement—clear documentation and a smooth setup process meant little overhead for us to take on and delivered great results. These services allowed us to clean up and organize our CRM system, making our data more accurate and user-friendly... It's been a valuable partnership that has streamlined our processes and strengthened our operations."

SOLUTIONS

As Microsoft Dynamics 365 users, Tensar seamlessly integrated Data8 Data Integrity and Duplicare by downloading them from AppSource and following the provided documentation. Setup took minutes, with their Junior Developer implementing our solutions effortlessly. To fully leverage both tools, additional support was needed. Their dedicated Data8 account manager provided in-depth guidance, ensuring a clear understanding of the product's capabilities. This complexity proved beneficial, allowing Tensar to tailor the solution to their precise business needs.

BENEFITS

With the power of Data8 Duplicare, Tensar reduced their database size by 40%. They identified nearly one million outdated or redundant records that needed cleaning, merging, and correction. CRM users now find the right records more easily, leading to greater efficiency and increased adoption of the system. By leveraging Data8 Data Integrity, Tensar improved their contact data quality score from 51 to 72 and account data quality score from 56 to 75—an overall increase of 37%. This ensured that when it was time for their planned database migration, they now have a clear and precise strategy for transferring records. Any data falling below will be excluded from the migration, helping to reduce storage costs on the new system.