



Targeted Data Extraction
Made Faster, Easier, Simpler

NexiiLabs

The client

The Client is an IT services training and staffing services provider. Managed and led by industry veterans, the company trains graduates to meet the industry demand for work-ready employees. The company focuses on imparting rigorous training to ensure that they hit the ground running in whichever organization they are recruited. The company also trains candidates to meet the requirements for a particular skillset requirement as specified by a client.

Being a new concept, the client wanted to reach out to various enterprises to introduce the idea. The target market persona would be companies looking to recruit IT professionals for tech support, testing or development projects related to storage.

As the defined target market was a niche segment, the company had recruited a team of BDEs to search and create contact lists from the internet.

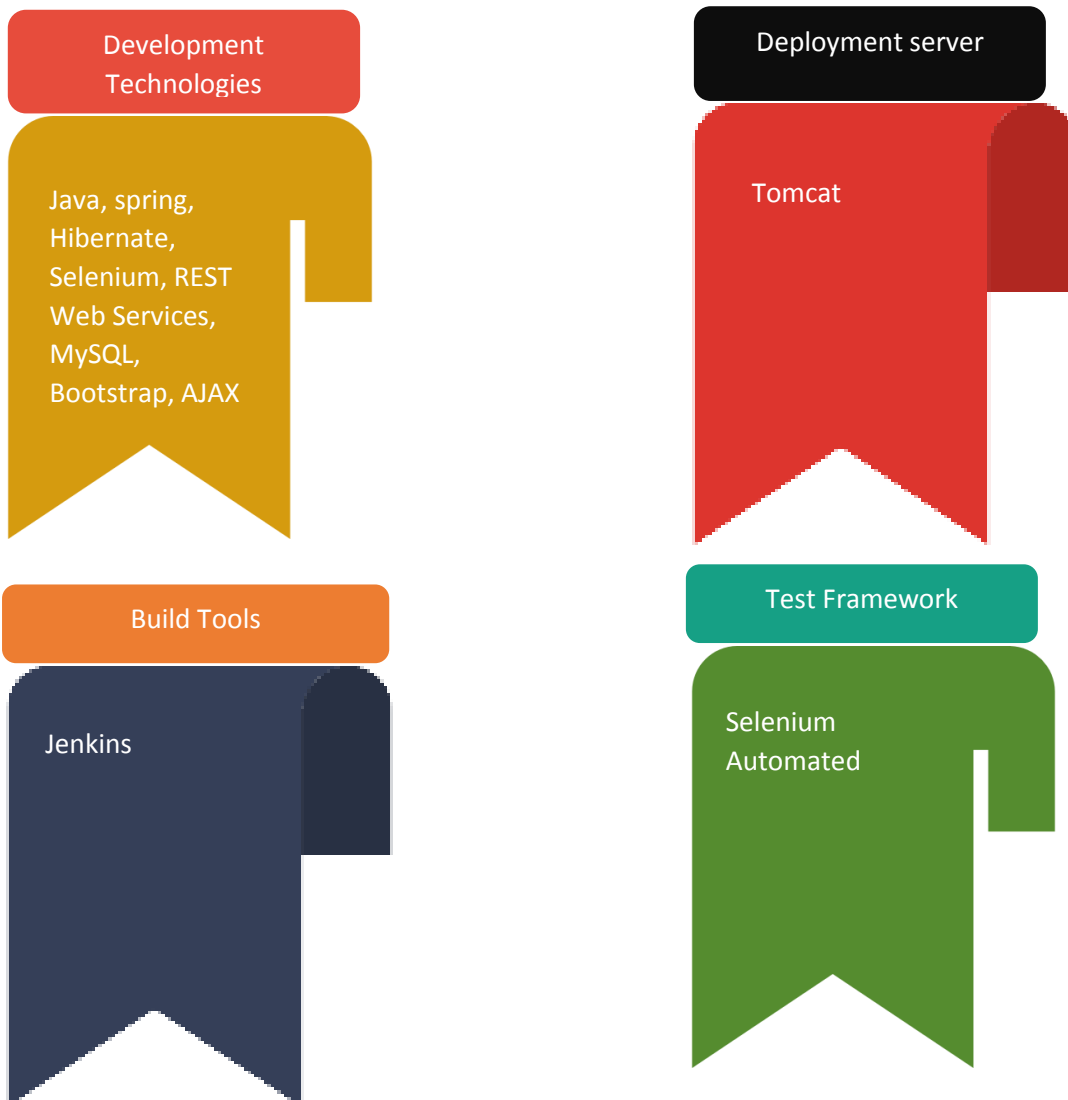
The exercise however proved to be time consuming, fraught with inaccuracies, and often futile. Data validation was an issue with several duplicate data being recorded.

The Challenge

Solution

The Nexii Labs team devised a strategy to create a solution that would resolve the problems and challenges associated with the creation of target market contact list. The team set about to develop an automated solution to the challenge. Leveraging the knowledge and expertise gained over the years, the team drew on their core skills to develop the solution – the Intelligent Data Extraction Automation (IDEA) tool.

The Idea tool building blocks:



Benefits

- **Optimized Data Collection:** The user's data collection ability rises three-fold from an average of 100 per day to 300 contacts per day
- **Accurate email data:** With the IDEA email Validator, email data collected is validated ensuring accuracy of the email addresses collected. Email details are unique and eliminate duplication
- **Time efficiencies:** IDEA tool drastically reduces the time spent by the user on data collection activities.
- **Enhanced productivity:** With IDEA, once the search parameters are entered, the subsequent processing is automated and requires no human intervention. This frees up time for the business development executive to focus on other value adding activities.

The client was able to extract focused domain specific data in 60% lesser time. With the availability of validated data, the positive responses improved. Marketing and Sales reported better conversion rates.

Outcome



Nexii Labs is a US headquartered IT solutions provider with an R&D center in Hyderabad, India. With deep domain expertise in expertise in storage, virtualization and cloud technologies, we offer state-of-the-art application development, quality assurance, mobility solutions, cloud services, managed services and technical support services. Our clients list includes global leaders and Fortune 500 businesses. We are also an ISO 27001 and ISO 9001:2008 certified organization.

To know more, visit us on www.nexiilabs.com

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