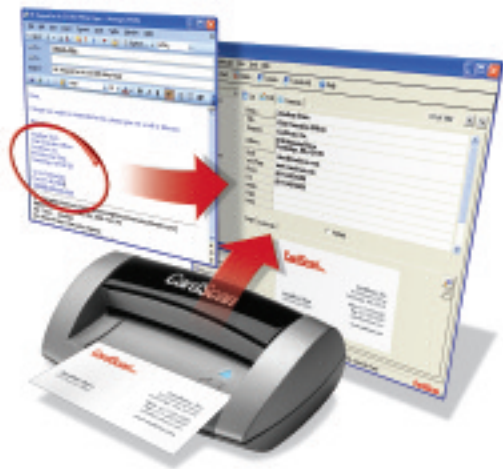


## Problem:

Error rates in most CRM data range from 15% to 35%.

## Solution:





Salespeople are good at selling. They're often not good at typing. So it's not unusual to find inaccurate and missing fields in their manually entered data. These errors equate to lost leads and lost sales. CardScan solves this problem by accurately reading all the contact data on paper business cards and in email signatures and on the Web. Making the contact data entry process quick, easy, accurate and complete.

**The costliest errors are the ones you don't see.** To calculate the cost of data error correction, consider the cost of employee

time spent identifying and scrubbing contact records. Consider, too, that the greater cost from data errors comes from those that are never identified—errors that could otherwise be paying customers. Then consider that CardScan eliminates data errors by automating the data entry process.

### **Get more out of what you put in.**

With CardScan, data entry demands are minimal, yet data entry results are accurate and complete. The result: a net gain in what you get out of your CRM system.

**Leverage your data across the organization.** Leveraging a CRM system across sales, marketing and support efforts won't be a problem if CardScan is your solution. It eliminates errors in data entry that can limit the effectiveness of outbound marketing campaigns, hide opportunities for cross-selling and up-selling, and reduce customer satisfaction.

# CardScan

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For a free White Paper or Case Study that illustrates how CardScan can help your people effectively use your CRM system, visit us at [www.cardscan.com/7295](http://www.cardscan.com/7295). Or call us at **1-800-640-7295**.