

Notch grows and optimizes client subscriptions with automated List Enrichment Wrkflow



Company

Notch is a fast-growing restaurant management solution for ordering, organizing, and tracking for wholesale food service supplies.



Challenge

Notch's internal teams spent an above-average amount of time sifting through poor quality data and conducting vital follow-ups in their CRM to enhance their subscription list.



Solution

By launching a 4-step automated Lead Enrichment Wrkflow with Wrk, Notch was able to locate missing data for existing contacts quicker using a combination of bots and our human workforce.



Results

~2mins

to research & add 1 contact to database

+39% time saved

per contact enriched

+344% decrease

to time spent on contact outreach

SEARCH Wrk Action

Check contact's address

SEARCH Wrk Action

Find missing address, phone number, and email

ADD Wrk Action

Add contact information to database

DECIDE Wrk Action

Verify data was added accurately