Republic Services

A Leading Waste Management Company Transforms Data Quality and Operational Efficiency with Reltio Multi-Domain Cloud MDM

Challenges

Inconsistent and out-of-sync customer data dispersed across various source systems.

Duplicate contact records in SFDC, impeding the sales team's ability to manage contacts effectively.

Inconsistent application of email, phone, and name validity standards due to decentralized data quality rules.

Decentralized data quality rules, resulting in inconsistent adherence to email, phone, and name validity standards.

Lack of holistic customer view across different lines of business.

Solutions

✓ Implemented Reltio MDM Account 360 to centralize and master B2B and B2C data domains.

✓ Enabled Reltio Email and Verification Services to validate and enrich source system data.

✓ Synchronized data between the two primary source systems, Salesforce and CDM, to improve the quality and timeliness of customer data.

Outcomes

Reduced workload for sales representatives when updating customer data.

Unified data utilization across sales, CRC, marketing, and dispatchers.

Empowered CRC and sales representatives to update online account contacts, leading to accurate and up-to-date customer information.

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