

CASE STUDY



# BettrData Chosen For Cross Country Computer's Customer Data Platform

**Active Markets:**

Insurance      Retail & Catalog  
B2B              List Management

*“A reasonably-priced solution that can accomodate such a wide range of disparate and often quirky requirements is truly rare. It is with great enthusiasm that we recommend BettrData to any business that has large-scale data coversion requirements.” –Dave L., EVP & CSO, Cross Country Computer*

**BENEFITS**

**Reduce 20-Minute  
Client Delivery  
Times to 5  
Minutes**

**Removed Need  
to Hire Additional  
Employees**

**Fully Automated  
Data Workflows**

**50% Increase  
in Growth After  
BettrData**

**CHALLENGES****CHALLENGE 1****Limited Resources to Handle Growth**

As CCC continues to grow year over year, they face increases in employee costs and look to automate process to handle workloads.

**CHALLENGE 2****Data Errors and Bottlenecks**

Manual process have created more human error than desired. The more work they take on, the higher amount of errors.

**GOALS****GOAL 1****Automate Process & Quality Control****GOAL 2****Reduce Human Intervention****GOAL 3****Decrease Turnaround Time****SOLUTIONS****SOLUTION 1****Automation Capabilities**

BettrData completely removed their data bottlenecks so they could scale data processing & reduce errors without increasing headcount.

**SOLUTION 2****User-Friendly Interface**

Even team members without extensive data analysis experience uses the tool effectively.

**SOLUTION 3****Flexibility & Scalability**

BettrData handles large data from multiple sources, giving 20 person teams time back to work on other revenue generating projects.

**SOLUTION 4****Security & Compliance**

BettrData's encryption features and commitment to data privacy aligns with Cross Country Computer and their clients' security requirements.