



## Case Study

### Data Entry Support for Medical Insurance Company.

#### Client's Business Influence

Updated CRM database helps the client's to reduce the time in tracking their customer details and mailing addresses.

#### Project Scope:

One of the top notch Medical insurance company approached us with the requirement of entry, cleaning and validation of every customer against supportive information documents.

#### Methodology/ Approach:

- Data team identified there are 2 million customer data in the existing CRM database which needs to be verified.
- Validation involves adding Meta data, cleaning junk data, removing invalid and duplicate data.
- Finally update existing CRM data base with non-redundant, clear and accurate data to avoid confusion while accessing.