QUARRY Leverages Alteryx
to support client ABM and data governance strategies

QUARRY

1
Goal
"We had a lot of data that could be leveraged to help identify and prioritize the right accounts, and then segment into clusters to drive personalization, but the **data was in disparate systems."**

2
Strategy
"We were able to clean our data much more effectively and **improve overall data integrity."**

3
Results
"Alteryx does everything I need it to do, and it frees up time for me to be more innovative. **It takes minutes to run a workflow now,** instead of spending hours doing manual processes."

4
Next Steps
"We want to explore new avenues, such as **enabling our team to build no-code/ low-code predictive models** with machine learning. We also want to **leverage assisted modelling** for our clients."

Industry
Marketing Service Provider

Department
Multiple

Location
North America

"The most important thing is that our client satisfaction has gone up since we started using Alteryx. ***We can move quickly and confidently."***

— David Chirakal
Group Director of Marketing & Operations, Quarry

Read the **full story**

Several hours to run manual report ⇒ 2 minutes to run automated workflow

alteryx