QUARRY Leverages Alteryx to support client ABM and data governance strategies

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.”

“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

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