

Transform Your CRM Data. Drive Better Decisions. Grow Revenue.

AI-Powered Data Matching for Cleaner, Smarter CRM

Inconsistent, duplicate, and incomplete data holds your CRM back. Interzoid's Generative-AI powered Data Matching Solution unifies and enriches your data so you can build stronger customer relationships, run more accurate reports, and drive faster business growth.

THE DATA PROBLEM IN CRM

CRM databases are filled with duplicate contacts, inconsistent spelling, missing information, and formatting variations. These data quality issues lead to:

- ✘ Incomplete customer views and fragmented relationship history
- ✘ Embarrassing and conflicting outreach from duplicate records
- ✘ Inaccurate reporting and unreliable analytics
- ✘ Poor campaign targeting and wasted marketing spend
- ✘ Lost opportunities and revenue leakage

EXAMPLE: SAME CONTACT, DIFFERENT RECORDS

 Acme Corporation John Smith	 Global Tech Solutions Sarah Johnson
 ACME Corp. Jon Smith	 GlobalTech Solutions Sara Johnson
 Acme Corp Johnathan Smith	 Global Tech Solns S. Johnson
 Acme Corporation J. Smith	 GTS Sarah J. Johnson

Multiple records. Same customer. Lost value.

THE INTERZOID SOLUTION

Interzoid uses Generative AI, Machine Learning, and advanced algorithms to match, unify, and enrich your CRM data.



1. ANALYZE

Run data quality and consistency reports to identify duplicates, gaps, and issues.



2. MATCH & UNIFY

Generate similarity keys and match records to eliminate duplicates and consolidate data.



3. PREVENT

Use Interzoid Matching APIs to prevent future inconsistencies at the point of entry.



4. ENRICH

Enhance customer profiles with firmographic, contact, and third-party data for more insight.

DEPLOY YOUR WAY



Cloud APIs
Per-call usage



Batch Mode / Dataset Processing
Process files and datasets at scale



Customizable Data Enrichment
Enrich CRM records with custom business or third-party data

KEY OUTCOMES FOR YOUR CRM



MORE ACCURATE REPORTING

Reliable, trustworthy data for better analytics and smarter decisions.



ELIMINATE DUPLICATE CONTACTS

One record per customer for a complete, unified view.



CONSOLIDATE YOUR CRM

Clean, consistent data across all systems and channels.



MAXIMIZE CRM DATA FEEDS

Higher quality data feeds to downstream systems, reports, and dashboards.



ENRICH DATA FOR HIGHER SALES

Richer customer profiles drive better conversations and more opportunities.



IMPROVE MARKETING EFFECTIVENESS

Better targeting, personalization, and campaign performance with accurate data.



Better Data. Better Relationships. Better Results.

Interzoid helps you turn messy CRM data into a strategic advantage. Clean, unified, enriched data fuels growth across your entire organization.



Ready to transform your CRM data?

Visit interzoid.com to learn more.