

hint



What's the number one secret ingredient to building better business relationships?

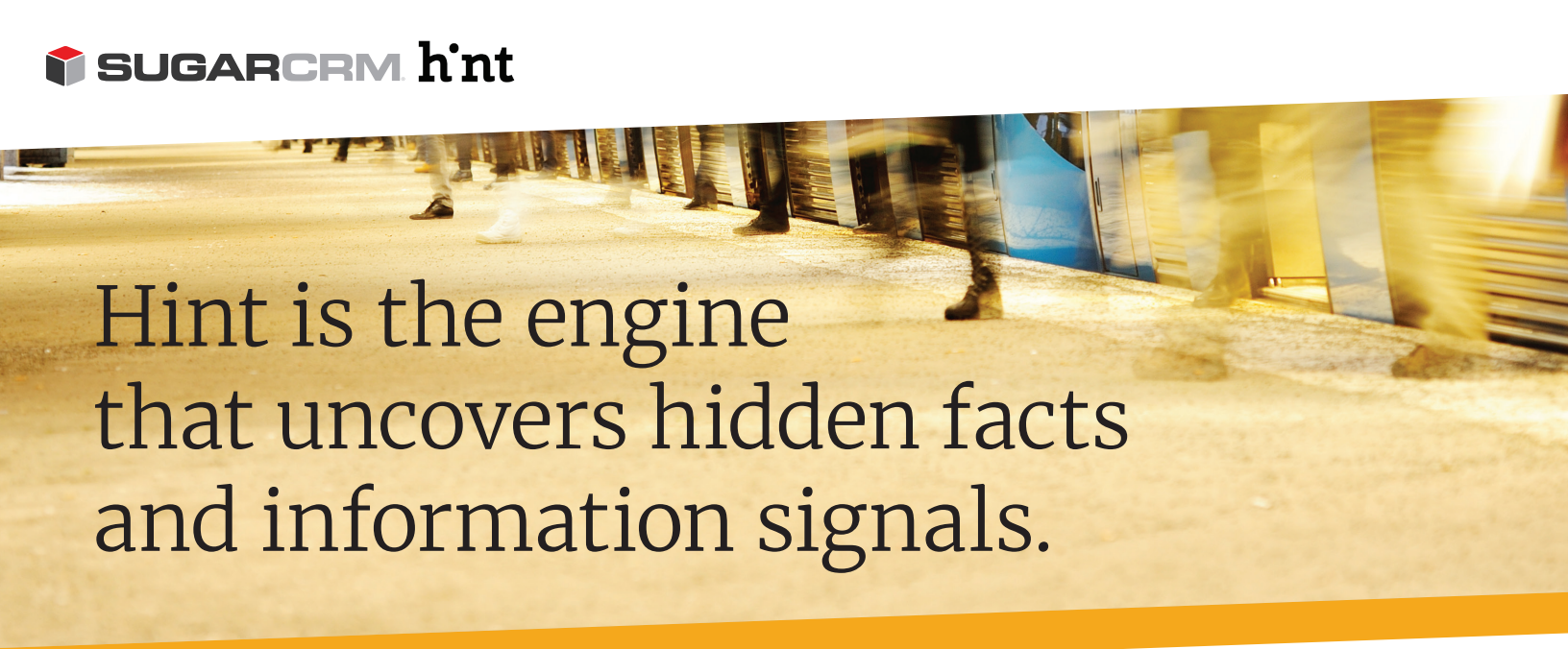
Truly understand your prospect and customer; know everything possible about them.

Over the years, CRM solutions have become indispensable tools for capturing information about your customers. The downside is that it takes time and effort to find and enter data, and, once data has been entered, it goes stale quickly. Alternatively - Every year, 25-30% of data becomes out-of-date, impacting business-critical relationships and marketing programs. Besides laborious data entry and data becoming outdated, you are limited to insights from what you already know and entered into your CRM.

Hint gives back to every user the proper time to focus on the human elements of customer relationships while Hint does the behind the scenes work of gathering data and telling your team something they didn't already know – a broad profile of information you didn't know existed, and it provides that information in a timely manner:

- **Information** about your prospects and current customer contacts (e.g. name, title, role, education, and location) and relevant **signals** (e.g. change in job, promotion, social voice).
- **Company news** – near real-time updates allowing you to take more informed decisions.





Hint is the engine that uncovers hidden facts and information signals.

Hint does the work for Sugar users by gathering and analyzing customer intelligence from a broad range of social and business data sources, so users can quickly and efficiently learn more about their prospects and establish a productive relationship.

With Hint, users can drastically reduce the time spent researching new contacts outside of their CRM and performing manual data entry. They also can quickly find and import fresh and accurate data about contacts and organizations. In short, Hint minimizes the time spent on the cumbersome overhead of CRM (locating and organizing accurate data) and frees you to do much more of what you are best at – interacting with your customers.

With Sugar powered by Hint, you will discover useful, actionable information without cumbersome data entry! All you need is your contact's name and email address.

Better Customer Experience

Eliminate awkward introductions and connect right from the first outreach. Engage more customers by providing actionable intelligence to all customer-facing employees.

Better Conversion Rates

Uncover insights at every stage of your sales, customer service and marketing workflows and boost lead acquisition to opportunity close rates.

Better Productivity

Eliminate time consuming web research and manual data entry and get back more time to connect with and service customers.

Better CRM Adoption

Make Sugar the go-to customer data platform for your sales and support teams by providing a tool they'll actually want to use.

Hint Dashlet

The embedded Hint Dashlet displays an enriched view of the contact and their company. Contact information includes job title, previous jobs, education history of your contact, and much more. Company information includes company size, industry, news and several others.



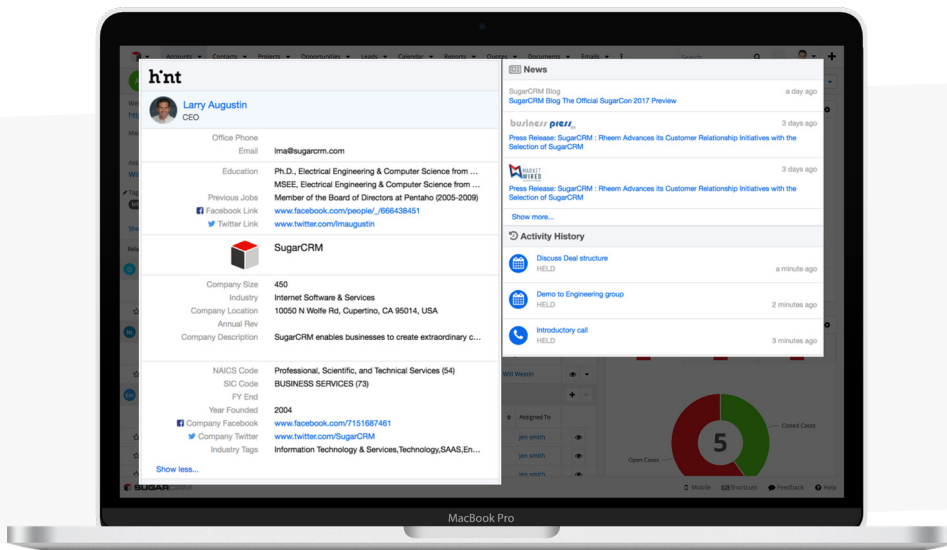
One-Click Update

In addition to displaying enhanced information about a contact or lead, Hint allows you to import the information into Sugar. Users can import Hint data to contacts, leads and accounts by downloading individual fields or all enhanced data in a single click. Hint imports external values into several stock Sugar fields as well as to custom fields added by Hint.



Active History

When accessing Hint via the Preview button from Contacts and Leads list views or subpanels, an Activity History section lists recent calls, meetings, and emails related to the individual. This section shows a history of interactions with the contact or lead, ordered with the most recent on top, in order to give users a quick overview of the past interactions your organization has had with the individual. You see more details about any of the activity records by clicking the record name, opening it in the record view.



To learn more about SugarCRM Hint, contact your SugarCRM representative or reseller partner, or visit SugarCRM.com/Hint