



Britannica
EDUCATION

case study



Industry: Education

Products Used: Sales Cloud,
Validity DemandTools™

Company Overview

Encyclopædia Britannica (UK) Ltd. is a globally recognised leader in education and knowledge resources, committed to delivering trusted information to learners, educators and professionals. With a strong digital-first strategy, the organisation is continually evolving their platforms to meet the needs of modern education while preserving the integrity and depth that defines the brand.

Challenges

Encyclopædia Britannica faced growing data management challenges within Salesforce®, particularly with maintaining accurate and consistent records:

- **Mass Updates:** Updating records from external sources was slow and complex, especially when matching to the correct accounts.
- **Data Integrity:** Cleaning and deduping data was an ongoing challenge that took significant time.
- **Manual Workarounds:** Processes relied heavily on Excel, increasing inefficiency and the risk of error.

Solution

To streamline and improve their data processes, Encyclopædia Britannica implemented Validity DemandTools® with support from Mint®:

- **Simplified Updates:** Records could be updated directly in Salesforce®, eliminating the need for external tools or complex Excel workarounds.
- **Less Manual Input:** Automated processes reduced hands-on data manipulation.
- **Smarter Matching:** It became easier to match external records to the right Salesforce® Accounts.
- **Expert Support:** Mint® advised on configuration and best practices to get the most out of DemandTools®.

Results

- **Faster Updates:** Updating records became simpler, with no need for manual data manipulation in Excel.
- **Greater Accuracy:** Reduced manual handling led to cleaner, more reliable data.
- **Time Saved:** Repetitive tasks were automated, freeing up team capacity.
- **Improved Data Hygiene:** Deduping and data cleansing are now more manageable and scalable.



“DemandTools® has made updating records much more straightforward. We no longer have to rely on Excel, and there’s far less manual input involved.”

Auguste Silvanaviciute, Data & Insights Executive

Conclusion

With the introduction of Validity DemandTools® and support from Mint®, Encyclopædia Britannica has taken a major step forward in managing its Salesforce® data. The improved processes not only save time but also ensure greater accuracy and reliability, enabling the team to focus on value-added tasks rather than data cleanup.

Looking for help installing and configuring custom apps to expand your Salesforce capabilities?

Contact Mint® today:
+44 (0) 800 032 2840
hello@mintcrm.co.uk



To learn more about how Mint® can help transform your Salesforce® experience, scan the QR code to visit our website.



PARTNER