

# Champion Mover

Today's reality is that people are moving more often. When your champion is changing jobs, it's good to follow them on their journey. They know your product and they already have relationships with your organization. It's a good time to congratulate them and see if there's an opportunity to work with them at their new company.

The challenge is that it can take 3-6 months for the data enrichment vendors to catch up with that job change information. Finding out about job changes via normal enrichment channels can lose valuable time and opportunity for you to win the new business—not to mention the high cost related to repetitive enrichment data buys.



Since people update their LinkedIn profiles quickly after a move, why not use that information to trigger an automated process of updating your contact database?

Openprise acts as the intelligent agent between Google, LinkedIn and your CRM. The Openprise Champion Movers solution enables you to automate both the record management and process flow.

## Here are some steps for record management:

- Find a person's latest employer and job title
- Find and validate new business email addresses
- Update or add the new contacts
- Create new accounts, if needed
- Update the old contact record as "no longer at company"
- Link all contact records related to the same identity using LinkedIn URL and/or mobile phone number

## Process management steps include:

- Enrich the new account information with a standard set of account data
- Enable account/contact owner notification of where the champion has moved
- Review potential movers who failed automated validation check in an easy-to-use app

If the mover has been validated, the end result is a new contact to an existing account, or a new account record with a new contact.

For the potential movers that failed the automated validation checks, Openprise offers an easy-to-use app, where you can manually update the information.

## The benefits of this solution are many, but the top ones are:

- Accurate information about your contacts will improve your targeting and your conversion rate.
- Having the data trail for your buyer's journey improves engagement scoring and attribution.
- Automating the updates saves your team many man-hours that they can use for lead generation.
- Reaching out immediately after a job change will increase your chances to generate more revenue faster.

Contact Information		
Customer	Company	Status
Ron Jacobs	OLA Enterprise	<input checked="" type="radio"/> Active
Alex Sandoval	Sprout LLC	<input checked="" type="radio"/> Active
Chole Lee	Alliance Network	<input type="radio"/> No longer with the company

## Quick Start

Try our Champion Movers Quick Start package, which offers a 2-week onboarding and monthly tracking for 50,000 contacts, all for \$25,000 per year. From there, you can grow the solution as your business requires.

To get more information or schedule a demo, visit [openprisetech.com](https://www.openprisetech.com) or contact us at (888) 810-7774.

Contact Openprise:  
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### About Openprise

The Openprise RevOps Automation Platform fuels company growth by automating hundreds of sales and marketing processes, helping RevOps teams realize the value promised from their RevTech investments. Openprise is a single, no-code platform that can help to simplify even the most complex RevTech stack. For more information, please visit [www.openprisetech.com](https://www.openprisetech.com).