

Automatic Data Enhancement at Cien.ai

AI-Ready data in just a few days

Bad Data, Bad Decisions. We Fix That.

At Cien, we've seen it firsthand:

AI is only as smart as the data it runs on.

That's why we built **Automatic Data Enhancement**

- a breakthrough technology that transforms poor CRM data quality into an AI-ready data foundation.

Smart analytics running on broken data?

That's just expensive guesswork.

Messy Data ? Bring it on !

1. Automatic Data Enhancement (ADE) fixes CRM data flaws in hours
2. Duplicate entries, missing fields, and inconsistent values
3. Before and after scores
4. Benchmarking

Scores by Quality Dimension				
	CRM Score	Industry Avg.	TrueAI Score	Improvement
Duplication	56	55	94	+68%
Completeness	79	62	85	+8%
Consistency	51	68	100	+96%
Sales Process	48	47	92	+92%
Activity Capture Level*	48	48	71	+48%
AI Prediction Confidence**	(Client Avg.) 87		92	Great
Total (Avg)	56	56	89	+59%

Scores: 0-49 Limited 50-74 Fair 75-85 Good Great 86-94 95+ Excellent

**Don't wait for perfect data—
our AI can work with what you've got.**

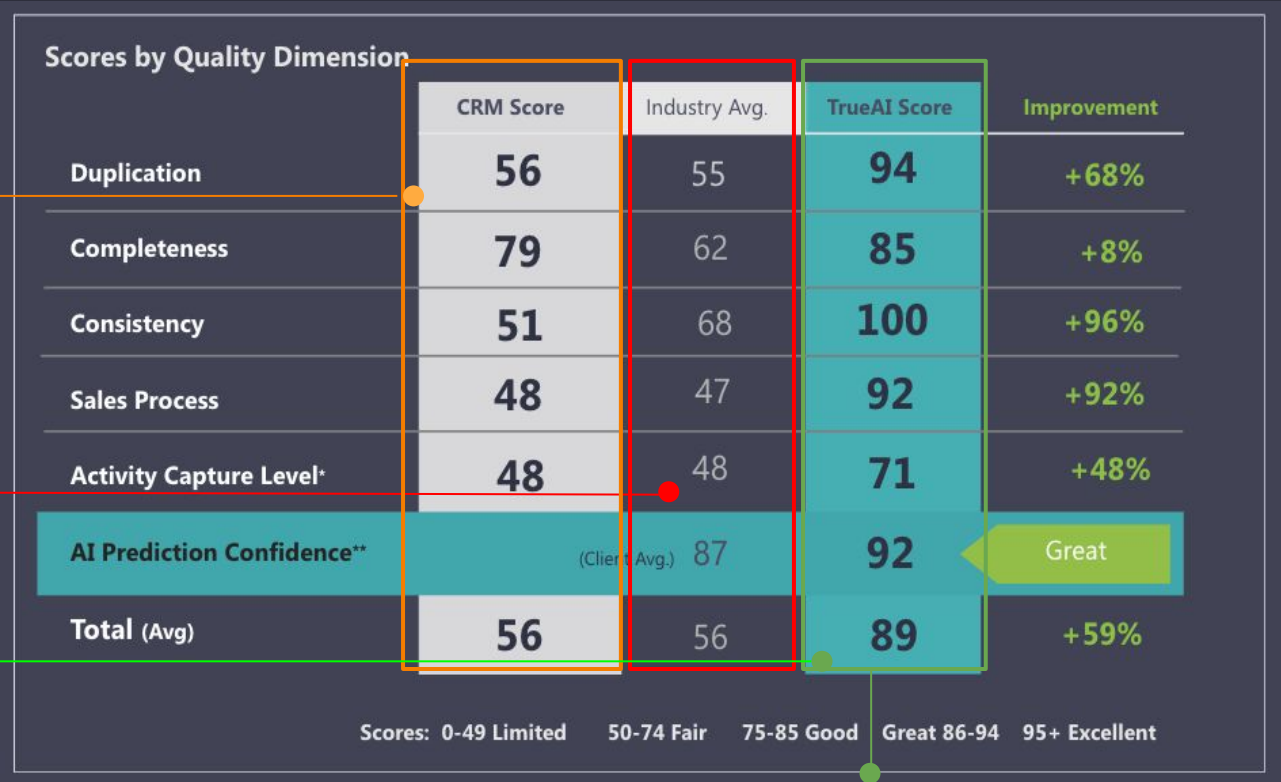
Raw Data Scores

Poor
Data Quality

No Single
Source of Truth

Industry
Benchmark

Enhanced Data



Automatic Data Enhancement: **Data You Can Trust**

Automatic Data Enhancement (ADE) Report – Summary

The **Automatic Data Enhancement Report (ADE)** is Cien.ai's diagnostic tool that evaluates and improves the quality of CRM data across six critical dimensions:

Duplication - Cien uses fuzzy matching and company-level deduplication to consolidate duplicate leads and accounts—even when names/emails vary. Results are unified into logical entities like `hat_leads`.

Completeness - Cien fills in missing data fields using internal rules and external data sources (where permitted), such as contact methods, geolocation, and lead source information.

Consistency - Cien standardizes category fields (e.g., country, geo, industry, lead source) using pre-trained models. Values like “U.S.A.” and “United States” are consolidated for clean reporting.

Sales Process Mapping - Cien reclassifies activities and opportunity stages into a **standardized sales process model**, enabling consistent stage tracking and cycle length calculations.

Activity Capture Level - Cien uses your data to estimate actual activity levels using behavior modeling and benchmarks to quantify underreporting and flag low-compliance reps or roles.

Trust your Data We'll show you how !

Contact us at Cien.ai