Crystal

CRM Enrichment

RICH PERSONALITY DATA IS NOW AT YOUR FINGERTIPS.

Automatically enrich contacts in Salesforce, HubSpot, and other CRMs with rich personality data through native integration, API or CSV uploads.

How CRM Enrichment Works:

**1 Enrich CRM contacts with rich personality data and insights.**

Crystal enriches your CRM contacts by adding new fields for DISC personality type, communication style, behavioral traits, and more.

2 Activate personality data within marketing & sales operations

With rich personality data inside your CRM, marketing and sales teams can perform advanced segmentation, hyper-personalized sequences, smarter lead routing, and more.

3 Seamlessly embed empathy into your sales process.

When personality data lives in the CRM, sales teams are conditioned to think about prospects in a more personal way which lifts emotional intelligence on every call, meeting, and email.
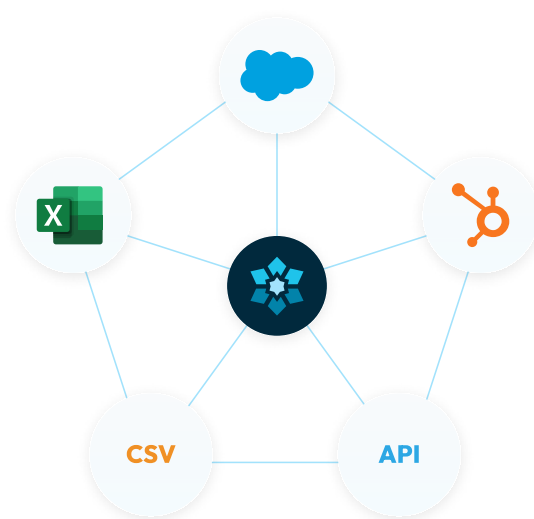
Segmentation Builder

Match **All** ▾ of the following conditions:

DISC Personality Type ▾ is one of ▾ Driver (DI) × 3 more...

⊕ Influencer (Id)
⊕ Motivator (I)
⊕ Encourager (Is)

SEGMENTATION

Advanced segmentation by personality.

Create lists and start segmenting contacts with newly available personality dimensions - like primary DISC type, full DISC type, personality traits, and more.
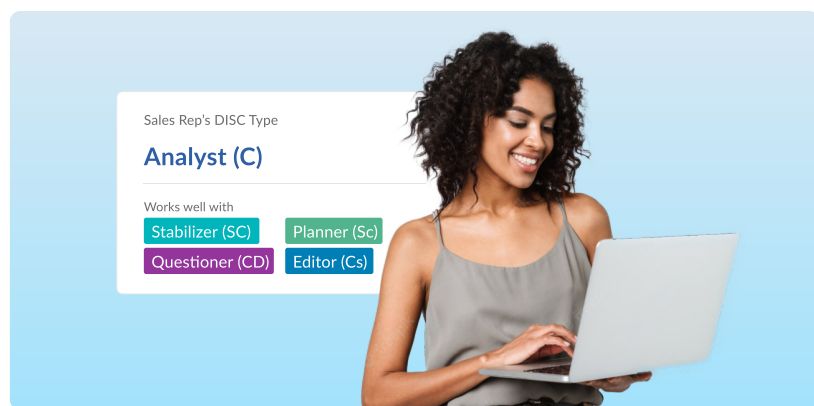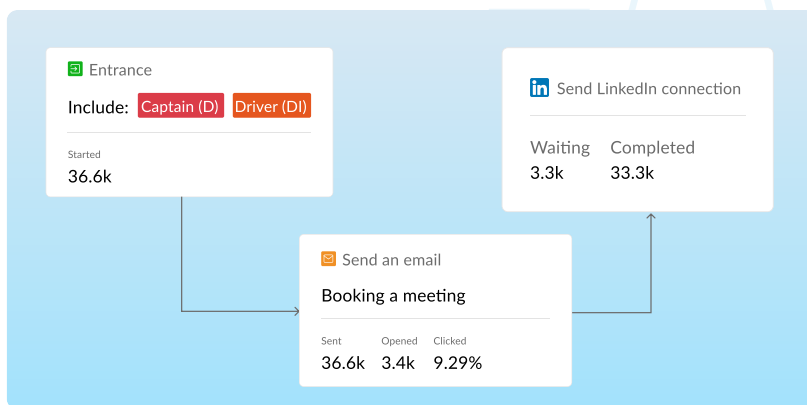
Personalized sequences for more effective outreach.

Create personality-based email templates and send tailored messages to different personality segments.

🗓 Entrance

Include: Captain (D) Driver (DI)

Started
36.6k

in Send LinkedIn connection

Waiting | Completed
3.3k | 33.3k

✉ Send an email

Booking a meeting

Sent | Opened | Clicked
36.6k | 3.4k | 9.29%

Sales Rep's DISC Type

Analyst (C)

Works well with

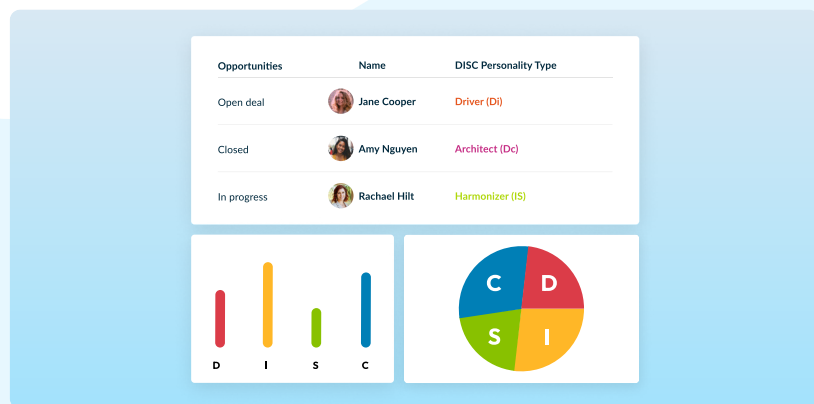Stabilizer (SC) Planner (Sc)
Questioner (CD) Editor (Cs)

A smarter way to route leads.

Leverage personality data to match your prospects with a sales rep or CSM who is most likely to "click" with them on a personal level.

Accurate buyer personas using live data.

Use personality data alongside traditional data - like job title, industry, and company size - to build accurate and complete buyer personas.

D   I   S   C

Opportunities	Name	DISC Personality Type
Open deal	Jane Cooper	Driver (Di)
Closed	Amy Nguyen	Architect (Dc)
In progress	Rachael Hilt	Harmonizer (IS)

D I S C

C D
S I

Create custom reports with new personality dimensions.

Use new personality dimensions alongside existing CRM properties to build personality-based reports.