Easily find contacts with CSA

Stay organized and speed prospecting

What you know and who you know are essential to your success. CSA provides you with instant access to key contacts and valuable contact insights.

Access over 40M contacts (including contacts at existing client accounts who are or aren't in Atlas, along with white space contacts).

Save up to 15,000 contacts to each of your personal contact lists.

See comprehensive details about your contact aggregated on one screen in the Contact360 view.

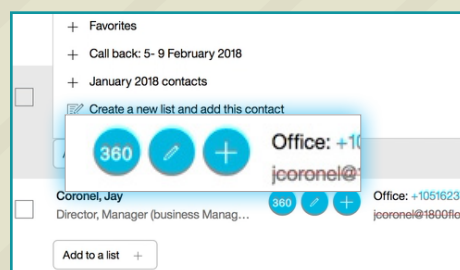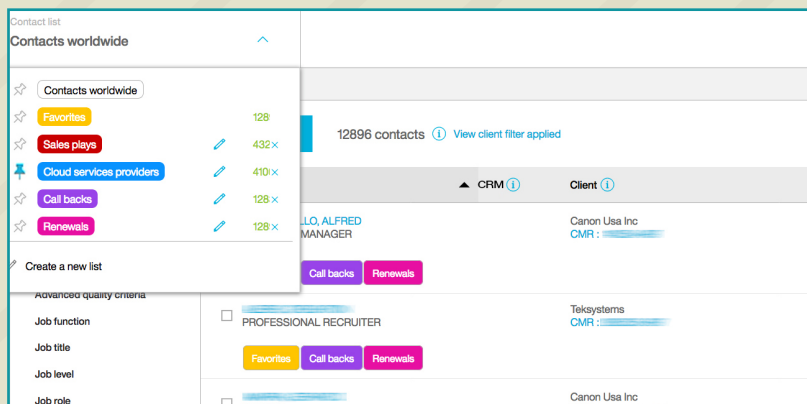## Convert your client list to a contact list in just seconds!

Quickly find contacts
Use a rich set of CSA contact filters—name, job role, job level, phone, email, and more—to identify the right contacts. Then, click for direct access to *Client360* and *Contact360* details.

Get deeper insights into your contacts
View your contact's online profiles and gain insights that can help you develop your value-driven outreach plan using the Social link in Contact360.
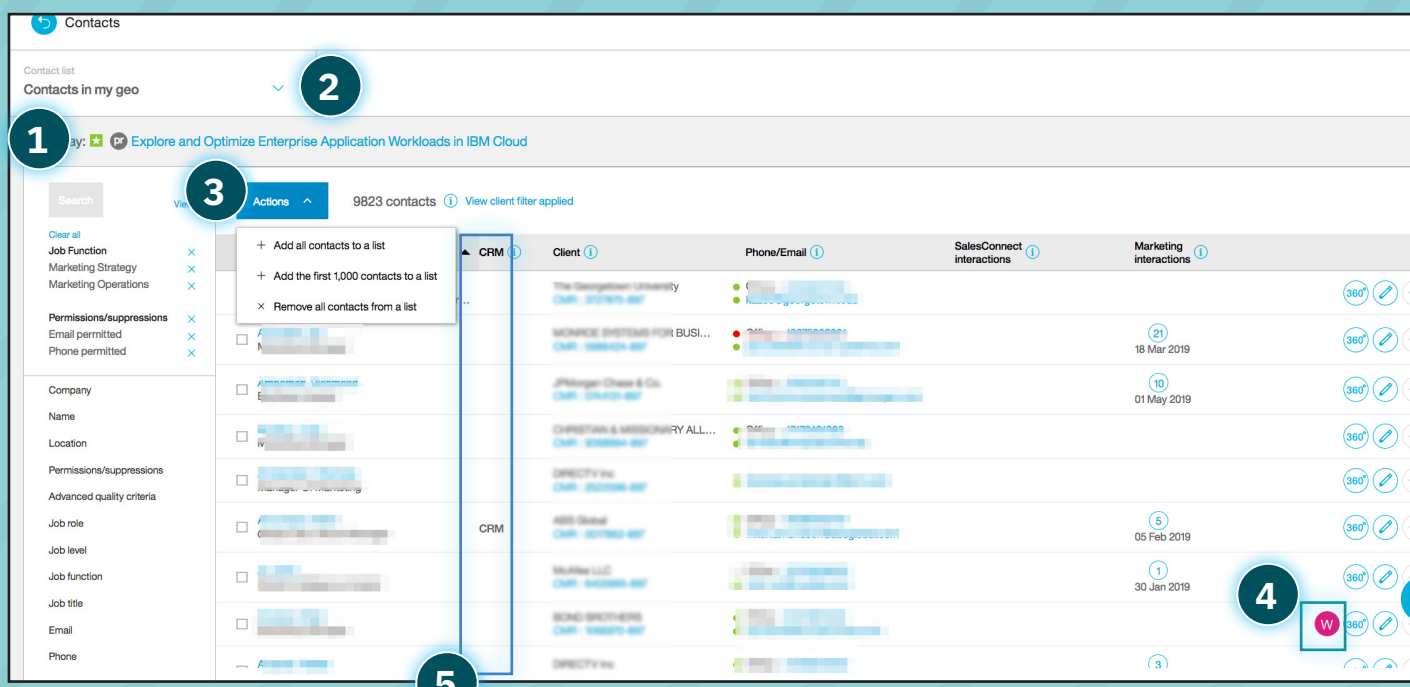

See how CSA contact lists can work for you!
Organize your contacts into color-coded contact lists based on client, LoB, project, offering, job role, behavior, or sales action.

Select the push pin icon to set any contact list as your default displayed contact list on your next CSA login.

Get more done
Create an opportunity in CRM right from the *Contact list* screen or from *Contact360*. Easily update contact data, too.

Build a contact list to guide your prospecting activities in just seconds!

1. Create a targeted, actionable, contact list when you **Refine** your contacts based on job title, location, communication preferences and more.
   *Standard contact lists are limited to 15,000 contacts. To send to ProspectReach, you must be a ProspectReach user. Emailing within CSA is limited to contacts lists of 1000 or fewer.

2. The **drop-down arrow** displays your existing contact lists and the option to create a new contact list.

3. The **Actions** button enables contact list management tasks such as adding contacts to list, moving contacts to another list, or removing contacts from a list. ProspectReach users see additional contact list use and management options.

4. The dark pink circle with a white **W icon** near the right column identifies white space contacts.

5. View the **CRM column** status to determine if you need to add this contact to Atlas.

Click here for more information about
CSA *Contacts* capabilities.

Work smarter. Log in to CSA today.
ibm.biz/cognitivesalesadvisor

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