

DATA CLEANSING CASE STUDY

Cleaning Invalid and Inaccurate Data



Client's Problem:

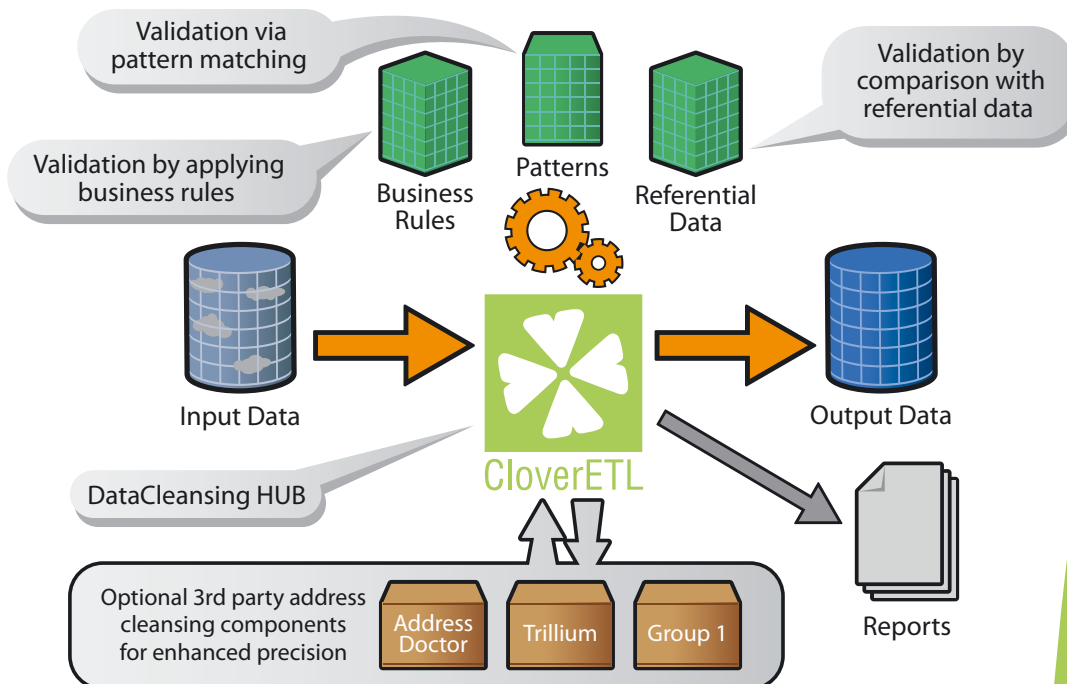
- Undeliverable packages and e-mails
- Failure to reach some clients by phone
- Duplicate mail deliveries
- Impossible to use householding techniques to identify members of a household or employees of a department/company

Client's Requirement:

- Check all mailing addresses
- Rectify incorrect addresses
- Verify other customer data (emails, phones)
- Find duplicate entries in customer database
- Customers information enrichments from external databases

CloverETL Solution:

Data Cleansing with CloverETL



- Validation of addresses using AddressDoctor®
- Data standardization to the same format and linkage with internal / external sources
- Look-up and report of same or similar records ("fuzzy" matching)
- Optional validation of other data e.g. Tax ID, VAT, SSN, Health care ID, e-mail addresses, telephone numbers etc.
- Application of client's specific business rules
- Continuous monitoring of data quality through overall data accuracy scoring

Solution Benefits:

- Improved effectiveness of marketing campaign – 12% increase in orders
- All data validated and corrected
- All duplicate and multiple entries were automatically removed (15% of all data)
- Data audit detected hidden problems:
 - Only 30% of addresses were in acceptable format
 - 54% of addresses were automatically corrected

Overall Cost Savings 17% = 750,000 €

Czech subsidiary of an international publishing company with 200 permanent employees and \$17 million in annual earnings came to Javlin Inc. with the following challenge:

The company communicates with its clients by telephone, e-mail and written correspondence. Invoices are sent by mail.

Customer contacts were stored in different systems, various formats and multiple times. Marketing packages were often not delivered due to the wrong addresses and some customers could not be reached by phone because of wrong numbers.

Due to inconsistent contact entries multiple marketing packages were sent to the same address or the same person received marketing materials at different addresses. This wasted resources, time and money.

Aside from the direct costs these data errors also caused indirect damages such as loss of credibility and missed opportunities.

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