

## **White Paper... How to make your Database GREAT!**

Data driven marketing and cross-selling is the cheapest, most powerful, most instantaneous and most efficient way of **getting 'new' Business.**

Less than one in 25 Companies realise this and spend a lot of money attempting to talk to and influence prospects, most of which frankly dont give a damn about them.

It's also the most "difficult" process to implement unless your in-house database, whether it's in a Marketing Department or Accounts Department when the Starting point is a file full of duplicates, long gone Clients and spelling mistakes for example...

Then it's simply TOO HARD for your people to make something of it.... *But remember this?*

### **ONE.TEL AUSTRALIA COLLAPSE**

One.Tel was Australia's 4th largest Telecom. It sought administration on 28th June 2001. Its uncovered debts exceeded AUD\$600m....that's with 700,000 Phone and 150,000 internet customers...plus 800,000 overseas customers. When liquidated, the ONLY value for all of the money that was spent.....its customer database.

[SMEs must automate data collection to target customers, Big Australia report warns.](#)

Tuesday, 16 October 2012 10:59 ....Patrick Stafford

"SMEs are focusing less on using wide-reaching digital campaigns and instead are using more nuanced targeting techniques to reach a specific group of customers more effectively, the latest Responses "Big Australia" report reveals."

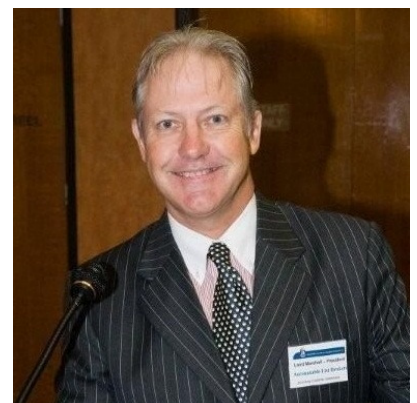
"If you're not targeting people specifically, then you can expect a one-time revenue return. But the minute you start doing data-driven marketing, your revenue grows three, four or five times more."

The report even found that over the next 12 months, the biggest priority for respondents will be improving the targeting and segmentation of their Campaigns.

**However, there's a distinct lack of resources available. Half of the respondents said they aren't equipped to analyse the data they already have.**

**"To further advance digital marketing in Australia it will become increasingly important for organisations to employ data specialists and invest in time and resources to up-skill their staff continuously."**

**So you will be collecting more and more information.....and we can help you use that to the best of its ability, by sorting out what you have now!**



*\*Laird Marshall has 30 years experience on making your data work for you*

## Consumer Verification Program

Here is an overview of what can be done.... however, we can "alter" the elements to mirror what you have in mind too!

1. In the initial "Inspection" process of your Database, we identify with a flag, whatever is current data according to similar but more up-to-date Consumer data with the latest Residential database, subscriber information details and other confidential, but privacy-compliant sources.
2. We then do a Verification Report for the Profiling, which indicates an estimate of costing & Summary of these Observations:

Customers who have moved	Data Validation
Customers who are on the ADMA Do Not Mail list	Data Verification
Addresses which are not complete - i.e. undeliverable	Address Clean up
Telephone numbers, which are disconnected/need updating	Address Validation
Identify duplicates	Phone Number Adding
DPID's which are incorrect / not on your file	ABN Codes
Data appending	De-duping
Data Cleaning	DNCR Update
Data Enhancement	Deceased update
Data Quality	Do Not Mail/Phone update
Data Updating	

You can then decide if you do want us to append data by using Tele-append & Best Address, then records will be modified for a predetermined price.

The standard investment to provide an initial Validation for example, 10000 records, the outcome would be \$1990 + GST. (This price of \$1990 + GST is based on what we would typically expect on a consumer file for which is around 40-50% for Tele-append and 3% for best address and is governed largely by the quality and currency of the name and data.)

The databases we can access are chosen from approximately 33 different sources, which are multiple public domain data sources, real property data enhanced by lifestyle surveys, key demographic, home ownership characteristics & purchase behaviour. Maintained daily with suppressions and updated monthly...whereas most databases are owned (and promoted) by vested interests. We are unique in the fact we have expertise + access to all data sources, not what we own and sell.

An integral part of our Programme is that it's designed to provide an extremely unbiased comprehensive Report back to you, where statistical summaries are provided to identify as many records that can then also identify:

Family Structure	Property Market Value
Gender Mix	Metro/Regional coverage compared to the population
Owner/Occupier	Age Range

The summary provides representation of the total Australian or State Level Characteristics. If \$ value of client is also a field that's provided to us, we can also "rank" this to help you decide who you would like to target, to acquire more customers. This will allow you to get the historical Information 'in-order' to build on, such as examples on page 4.

## Business Data Verification Program

What we do initially is take a sample of your data and fully review it, much the same as process as Consumer data. This gives you a snapshot of the initial integrity of what you have again, at no charge, at a Data-matching Level. We are then able to look at these data enhancements.....over a number of different Business Databases, a unique system that only we do!

ID Number	ABN	Line of Business	Parent Details
Business Name – Legal Entity	Mailing Address	Empl Size	Revenue
Phone Number	Fax Number	Importer	Exporter
Contact/Position/Title	SIC/ANZSIC Codes	Year Company Started	Propensity to Pay (risk score)

### Data elements available for appending:

We've documented together a few "actual" cases below, where Clients have utilized our resources, either as an initial enhancement exercise or adopted the methodology part way through endeavouring to use their own Personnel to realize the same goals... and finding the progress and results unsatisfactory.

There is a valid point regarding the "Accountability" of the Service too.... Personnel whose prime role is not to verify data would not perhaps be as diligent & speedy as a purpose designed system, where our guarantee of conducting the exercise on-time, as per specifications & on-budget, is the norm. Here are a few examples of the businesses that have undertaken a data rationalisation of some description through this Process.

- One of the Major Telco's used the service to append Risk scores and ANZSIC codes to their customer and supplier database after unsuccessfully trying to complete the same project in house. They found that they were able to access the information within a matter of days as opposed to months.
- One of the Major Financial Institutes used the service to validate their whole customer base and appended SIC codes, Employee size, Revenue and Parent details to their file to enrich their customer data file.
- A Major Utility also used Data-match to cleanse and de-duplicate their customer base. They appended revenue and employee size to their file. This project enabled them to prioritise the number of businesses they were prospecting and feel confident they were reaching the right audience.

A Major Global Insurance Company had a situation such as this:

- Multiple internal databases containing duplicated customer information
- Internal initiative requiring a single, accurate, reference database, also to be used as a marketing database

The Data-matching programme then achieved:

- Processing time reduced via auto-matching & linkage of key field data far superior to in-house resources.
- An ongoing complete address maintenance solution with initial Data Cleansing, then monthly refreshes.

These scenarios better explain the "time, money and outcome" issues that relate to the Data-enhancement process. There are many more – in fact, one Campaign that integrated Automatic Data matching plus phone verification of data, resulted in Orders for their software during the Campaign, that paid within 7 days, for the whole campaign – and reduced their cost per enquiry from \$96 to \$16.

This is not an isolated event – we can help to achieve some considerable savings & create in-house opportunities too.

## **The End Result... The Proof of what a Functional, in-house database can do!**

*..taken from Smart Company 8<sup>th</sup> Nov.2012*

“Here are five tech trends Australian businesses should take away from the Obama campaign:

### **1. Gather the data. Then use it...it has to be “clean and ready to go”**

The amount of data being tracked by political campaigns is huge. Obama’s team put it to their advantage, coordinating the teams deciphering this data with the people in charge. This means they could react quickly to certain demographic revelations. Women in California aged 40 to 49 really liked George Clooney.

So they found a New York-like celebrity to appear at a rally: Sarah Jessica Parker.

It wasn’t Clooney, but it worked. It showed how using big data to analyse what people actually wanted could influence business decisions. In fact, they were so important campaign spokesman called the data crunchers “our nuclear codes”. They even created regular, secret briefings for the President. Sounds like something your business should get on board with.

### **2. Put all your databases in one place. Logical.....but reality????**

When businesses get big, they tend to have too many elements operating independently of each other. So it was with the Obama campaign. Databases were spread everywhere, no one knew what was going on.

Over 18 months the campaign spent time creating a single database that could be used by pollsters, fundraisers and other officials.

The benefits of this type of system are huge. You get more accurate results, you can spend your money more efficiently, and it results in less waste.

### **3. Target the most effective customers...and prioritize your efforts to reach them.**

Part of the benefit of coordinating these databases is that you can target your customers better. More retailers are realising this – you can improve your return on investment if you send email campaigns to people who are more likely to buy, rather than send out 100,000 emails and get 100 sales.

The new database allowed Obama’s team to identify people who were more likely to give online. “We could [predict] people who were going to give online. We could model people who were going to give through mail. We could model volunteers,” one senior aid is reported as saying.

That targeting also meant changing email subject lines and descriptions to better entice certain voters. Some people responded better to emails from Michelle Obama, the campaign found. The strategy allowed for a personal touch to break through the digital structure. Obama’s team worked smarter, not harder. And they got better results for it.

#### 4. Make it easy to buy

Part of the reason Obama has been able to raise so much money is because it was made simple. You don't have to donate in blocks of \$40 or \$50, you can give as little as you like. But that idea goes even further.

Whether you give online, or through text messaging, it's simple enough to donate a few bucks. Obama's team noticed this quickly and found that people who give using digital methods were likely to give more. So they asked them to give more often.

It's the same strategy that got Obama his huge funding boost in 2008: ask more people to give a smaller amount of money. But that strategy has been coupled with the idea that it has to be easy to give. And it's a reminder to business: shopping shouldn't be a chore. Especially online.

#### 5. Use social media – but at the right time and place

In the first few minutes after an Obama victory was proclaimed, Obama's campaign [tweeted a picture of him and Michelle Obama](#) with the words "four more years". It received the most re-tweets in history.

Businesses are always told to use social media, the message is old now. But this tweet represents something else – your social media needs to be topical and well timed. If you can ride a wave of publicity on Twitter, it can deliver you an abundance of sales.

But you always need to be carefully watching, planning the right way to strike. It isn't enough to just put your message out there. Think and then respond with the right message.

---

#### ..And let's help maintain your database.....

There are three things we would recommend for maintaining your database "automatically", apart from phoning them or having them contact you.

- 1....an "update your details" link
- 2....a webform (which automatically enters people into your Web system CRM)
- 3... a Survey tool

The next page will give you an idea of what our Associates **gCast** have developed to make to all work simply.....:)

For example.....

**Want to know more about your Customers?  
Just ask them.**



**Many would argue that a survey tool isn't a communication tool. We disagree.**

If you need more information on what customers like and dislike, what their preferences are, or feedback about services and products you've provided, then simply combine gCast's Set & Forget feature with a survey and watch the feedback pour in.

Whether you want to run a quick poll, a short questionnaire or a detailed survey you can collect and collate information.

#### **Features and benefits:**

- Surveys are one of the most cost effective ways to conduct market research:
- Gain customer insight on campaigns such as how often they want to hear from you.
- After sales feedback measuring customer satisfaction.
- Find out their thoughts about your business, products and services.
- What are their likes or dislikes.
- Which of your promotions excite them to respond.
- Create simple or detailed surveys for your customers.
- Decide which questions (fields) you want to be mandatory or not.
- Decide which questions (fields) you want to be anonymous or known.
- Create Event invitations and RSVP management / registration.
- Choose from a variety of answer formats, such as text boxes, radio buttons, and dropdowns.
- Redirect respondents to a custom thank-you page once they've completed your survey; and even export your detailed results.
- Survey's easily insert via a link into your email.
- Real-time feedback, collected automatically.
- Responses are recorded as "demographics" linked to back to individual customers.

**... And make sure the data you have in your system is ready to go at a moment's notice to take advantage of an opportunity under the noses of your Competitors....that's where we can help right now!....Call us on 1300 66 33 99.**