

HIquality Data Improver

Improve the effectiveness of your marketing campaign



Functionalities offered by HIquality Data Improver:

With HIquality Data Improver you can:

- Import several different address lists
- Generate a single, high quality customer data file
- Remove duplicate data
- Gain a clear visual overview of the quality of the imported data
- Report on the quality of purchased address lists

Easily combining data files

Many marketers struggle with the same problem. They execute campaigns on the basis of a variety of external and internal customer and prospect files. These lists are often not yet integrated into a single system. Oftentimes, this has to be done manually. Checking the quality of the data and detecting duplicates is therefore a problem. Due to the continuous supply and purchase of new prospect files, the marketer remains trapped in the same vicious circle. HIquality Data Improver offers you the possibility to solve these problems. The various files, often supplied in different formats, can be combined and duplicates can be easily removed.

Insight into data quality

Originating from various sources, customer data files often vary in quality. Business practise shows that at least 10 to 20 percent of the data in customer data files is polluted. The reporting facility in HIquality Data Improver indicates which data from which file is invalid, giving you insight into the quality of the data; for example in purchased prospect files. Of course you can also perform a thorough check on the data in your own customer files. The solution first tests the imported data on the quality of the name and address details, then solves almost all problems automatically and ensures that duplicates are removed from the data.

Next you can see a visual representation of the data quality. As much as 98% of your file will be automatically corrected and completed. You can then either remove the remaining 2% or make the required manual adjustments. This allows you to focus directly on the content of your campaign, without having to spend time on putting your prospect lists in order.

Preventing additional work

Thanks to the integration possibilities, updates of the cleansed files can be directly stored into your CRM system.

Saving costs

In a marketing campaign it is vital that you have the correct contact details so that you are able to communicate with your target group. Thanks to HIquality Data Improver, you reach the people who you want to reach. This not only improves the effectiveness of your campaign, together with a higher conversion rate, but you also save costs by being able to remove duplicate data from the system and check the data for correctness. Think, for example, about the reduction in postal costs. The time that has been saved by no longer having to perform manual changes, can thus be spent more effectively on the core activities of marketing. And of course customers will be pleased that your mailing was addressed correctly.

Technical advantages:

Low TCO:

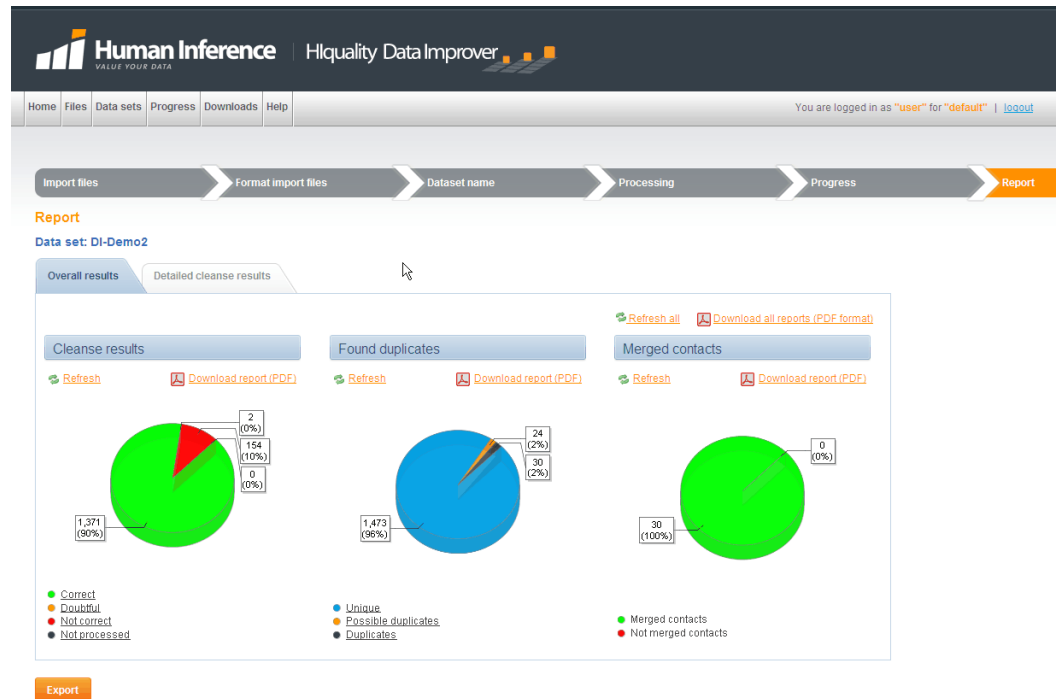
Users can access and use HIquality Data Improver via a browser, so no local installation is necessary and all users can collaborate in a multi-user environment. As no local installation is required, there are no costs for the rollout and the management costs are reduced.

Easy to integrate:

All the functions of HIquality Data Improver can also be called via the web services protocol, making it easy to integrate these functions with existing applications. This integration possibility helps in the automation of the processing of new and existing files, making it possible to make standard adjustments for interaction with your CRM system, for example. Furthermore, there are many user-specific adjustments, such as mappings, that can be stored separately, so that the repeated processing of similar files can be accelerated.

Software-as-a-Service (SaaS) or local:

You decide for yourself in which way you would like to make use of the functions of HIquality Data Improver.



How it works:

Technical requirements:

Supported Operation Systems

- Microsoft Windows Server 2003 SP2
- Microsoft Windows XP Professional SP3

Required software server

- Oracle 10.2 of Microsoft SQL Server 2005 database
- Apache Tomcat version 6
- Java JRE 1.6
- Human Inference HIquality Suite 6.5.1 or higher

Required software client

- Microsoft Internet Explorer 7 (or higher) or Mozilla Firefox 3.5
- Java JRE 1.6
- Adobe Flash Player 10

Hardware requirements

- Minimum 2 CPU's or 1 DualCore CPU
- Minimum 4 GB RAM
- Minimum 50 GB harddisk space

Name cleansing and correcting

The names of people, companies and organizations are the most identifying elements in the communications with prospects and customers. Through the many ways in which they can appear, such as compound names, capital and lower case letters, abbreviations, the use of titles and professional names, names are particularly error-prone. HIquality Data Improver uses intelligent interpretation to check and correct defects and inaccuracies in company names and personal names, gender designations and other name-related information. Furthermore, the HIquality Data Improver enables you to address your prospects and customers in the correct manner.

Address checks

Having the correct address details is essential in order to segment address files or to execute a direct mail campaign. HIquality Data Improver can easily validate, standardize and correct address information. The program has correct address information from 240 countries at its disposal. You decide for yourself in which form and according to which addressing norms

the addresses must be represented.

File comparison and removing duplicates

The unequivocal recognition of contact details is a problem whenever you work with different data files. Incorrectly written names, incorrect gender indications, different notation methods being used for dates of birth, abbreviations that cannot be converted or acronyms and incomplete or incorrect addresses are examples of mistakes that occur frequently in large data files. HIquality Data Improver prevents this data pollution. The various source files are compared with each other and duplicates are removed. The program works on the basis of natural language processing that mimics human reasoning capacity. In this way you obtain a result similar to what would be possible if you had done the work yourself, or even better.