

Why all the fuss about having my client and prospect information in one place?

1. The customers of a business are the most important asset a company can have
2. You will be able to maintain accurate information about your communications, interactions and transactions the company has with you
3. Your company will have better access to clients and prospects and will build loyalty and encourage repeat business
4. If done properly your database will be 100% compliant in relation to legislation such as GDPR*

**The General Data Protection Regulation came in to force across Europe in May 2018 -organisations (of any size!) that are not compliant are now being issued heavy fines.*

Where do I start?

Consider all of the sources on information you have that relate to clients and prospects and ask yourself in what format(s) do you have them and then commit to storing them all in one place in a secure environment. For example a business card from a networking meeting has massive potential by way of creating a new relationship however just left in a card holder or on your desk means that its value diminishes daily.

Initial Build

You supply customer and prospect information you currently hold in the format that you have it in – hard copy or electronic

We will then advise you on the various information fields that we feel you will need

We will also share options with you to add extra data fields for things like client profiling and marketing – in a typical scenario we may recommend up to 50% extra fields, based on our experience and other successful activities of this nature

We will also advise as to whether the information you supply us with is likely to be GDPR compliant **before** we start the database build

£2.95 per record (min 100)

Project set up £50

FREE 10 record pilot

Enhanced

Database Fields

1. Contact name & title
2. Address
3. Email(s)
4. Telephone number(s)
5. One additional field

A maximum of 4 contacts, 5 working day period: call/call/email/text

Opt in to receive communications from you: call/text/email/direct mail

Permission to stay in touch granted, refused or non-response

The Enhanced solution means that you have a GDPR compliant database and enough relevant information to communicate with the primary contact at the company and their permission to do so

£2.95 per record (min 100)

Project set up £50

FREE 10 record pilot

Enhanced PLUS

Everything you get from your Enhanced database plus..

- 6. Social media links
- 7. Information from website link
- 8. Other (as specified)

A maximum of 6 contacts, 7 working day period

Add your extra pre-determined information fields

Enhanced PLUS helps you understand the company better by obtaining additional information that they see as important

£3.95 per record

Project set-up included

Bespoke

Updating and creating all the key contact and company information and working with you to make it 'marketing ready'.

- Client segmentation and profiling
- CRM integration
- Customer Satisfaction feedback
- Desk Research
- Multi channel campaigns

Building and maintaining a database that does everything you need is not only rewarding by way of commercial gains it means that you are seen to be very 'customer centric' and your clients will be receiving more relevant communications from you

Price On Application

FREE specification consultation

Project set-up included

Database Validation Solution

We will take your supplied email database and undertake an exercise that will enable you to ask your contacts to confirm key information such as - assumes fields originally provided:

- Name of contact
- Email address
- Company telephone number
- Up to 2 other fields of your choice

We can also ask them to confirm which forms of communications they are still happy to receive:

Email - Direct Mail – Call - Social Media - one other specific to you

This work is 100% GDPR compliant as your clients are invited to 'opt in' at every stage of the process.

What you will then have is a refined list of people who are happy for you to stay in touch with them.

Outputs include:

- ✓ New GDPR compliant database
- ✓ Report on emails that could not be delivered
- ✓ Individual comments/feedback
- ✓ A list of those that have 'opted out' and to what

Project set up from £100

£50 per '000 (minimum 1000)