



OVERVIEW

Data decays rapidly. According to a Dun & Bradstreet report from 2018, every hour 211 businesses would move, 429 business telephone numbers would change or be disconnected, 13 companies would change their names, and 284 company CEOs or owners would change.

Incomplete and/or inaccurate customer data means that not only are you putting your business at risk from data beach but that your marketing campaigns will most likely be unsuccessful and financially wasteful when it comes to generating new sales as well as retaining your existing customers.

It is therefore critical to have accurate customer data if you want to develop better customer engagement and interaction.

OUR SERVICES

1. Data Cleansing & Categorisation

Cost based on evaluation of 100 records

Quick turnaround data validity check. Logical and common sense working to create a consistent database to provide a trustworthy resource for client/supplier lists. All data handled in accordance with GDPR guidelines and with client confidentiality at its heart.

All fields	Case commonality, Duplication check, Avoid multi line wrapping within cell
Name/Company name	False name check, Names combined (ie. Ltd, Limited)
Address fields	Aligned correctly, Formatted, Case commonality, Post code formatted, Add country
Telephone numbers	Split landline/mobile, Common formatting, Adding country code (If applicable)
Email address	Format check, Error check (ie. spaces removed)
Classification fields	Logic checked, Continuity checked, Creation
Value/Currency fields	Logic checked, Formatted according to field type

2. Web search

£2.50 per record

Web surfing to gather specific information about each of your company records. Update and/or add website address, contact details, email addresses, etc, as well as noting key company offers, news, etc.



3. Telephone calling

£2.50 per record

Contact via Telephone and email of between 10 to 20 contacts per hour depending on the amount of information required. If it is a single contact at a company then nearer 20 but depends on the seniority.

4. Telemarketing Evaluation Service

Set up £300 + £200 pm

Full reporting on all telephone calling, outcomes of each company/call, etc.

5. Project 'intelligence'

£75 per hour

- **B2B/B2C Customer Database Profiling – 1000 records (5 hours)**
(Includes 80/20 Profile, Data Segmentation, Data Demographics)

Up to 25,000 records – hours depending on requirement.

- **One to one interviews with 10 of your top customers**
Subsequent Market Research/Surveys – depending upon requirement

£500
From £500

25 years experience of quantitative Market Research experience

6. Next Steps

Please contact us for a tailored solution to your database requirements.

TERMS AND CONDITIONS

50% of the project cost payable on commissioning and paid before data supply and the final 50% at the end of the project.