

Reduce Marketing Costs With Automated Data Cleansing

Scenario

A telecommunication company embarks on its in-house data housekeeping project. The data cleansing exercise is expected to provide a single view of key prospects and to maximize sales and marketing effect with personalized communication to the right decision makers.

The marketing team spend nearly 1 year attempting to consolidate and de-duplicate around 100,000 records from 20 sources. They eventually fail to import any clean data into the data warehouse, as manual cleansing of huge contact data is just impossible.

Challenges

The internal cleansing exercise ran over-budget and over-time by almost 1 year due to:

- Non-dedicated team**
 The team has other areas of responsibilities. They face a tight timeline trying to achieve the expected results before the deadline.
- Lack of initial data mapping or harmonization**
 Data are stored in many excel files, each containing different pieces of information in different format, which lead to major challenges in later stage of data merging
- Inaccuracy in de-duplication and merging efforts**
 There are no clear guidelines for the manual de-duping and merging of duplicated information. Manual cleansing not only involves intensive copy-editing data across various excel files, but causes substantial human errors.

The management decides to cut further losses by engaging Ent-Vision Data Cleansing service.

Solution

The cleansing exercise was eventually completed within 4 weeks by **Ent-Vision Automated Data Cleansing service**, which standardises free-text data such as address and job title, and identify duplicates in enterprise databases. This tightens data quality and integrity, leading to improved customer profile and more accurate reporting.

Example of Company Name Matching

Company Name	Matched Company Name	Match Probability	Match Remark
AP Link Pte Ltd	AP Link Pte Ltd		Proposed Master Name
AP Link Private Limited - HQ		100%	Exact Match
AP Link P/L		90%	Standardise Company Legal Type
AP Link		65%	Remove Company Legal Type
AP Link (SG) Pte. Ltd.		65%	Remove Country/Area/City
AP Links Pte Ltd		50%	Single Letter Typo

Example of Job Title Standardisation

Thousands of free-text job titles	Free-Text Entry	Mapped Job Title		11 job levels & 15 departments	
	Job Title	Job Level	Department		
	Director of Marketing	Director - Non-Technical	Marketing		
	Mktg Dir.				
	Director (Marketing Dept)				
	PA to Director	Other - Non-Technical	Others		
		
	IT Executive	Other - Technical	Information Systems/Technology		

Example of Data Merging

Sample Input

Company Name	Address	Phone Number	Last Modified Date
AP Link Pte Ltd	8 Ubi Rd 2	+65 6742 7945	12-Feb-2015
AP Link P/L	Zervex Bldg 8 Ubi Road 2	31571231	14-Dec-2015
AP Link Pte. Ltd	8 Ubi Road 2 Zervex, #04-09, Singapore 408538	(65) 6742 7945	01-Apr-2016

Sample Merging Rule:
 Address is merged based on Address Completeness
 Phone is merged by latest modified date

Sample Output

Company Name	Address	Phone Number
AP Link Pte Ltd	8 Ubi Road 2 Zervex, #04-09, Singapore 408538	(65) 6742 7945

Business Benefits of Ent-Vision Data Cleansing

- ✓ **Multi-language:** We support data cleansing in English and various Asian languages such as Chinese, Bahasa, Japanese and Korean
- ✓ **Highly-automated process** in data standardisation, de-duplication and merging, resulting in consistent results and reduced human errors
- ✓ 30 times more **cost effective solution** compared with manual cleansing
- ✓ **Flexible data merging rules** provide more choices and offer greater flexibility in how different pieces of available information should be merged
- ✓ With **faster project turnaround time**, targeted marketing campaigns based on standardised profiles can be launched earlier

Find out more!

Visit us at <https://www.ent-vision.com/solutions/smart-data/> to find out more about our **Ent Vision Data Cleansing** service, email us at sales@ent-vision.com or call us now at (65) 6742 7945 for a no obligation discussion.