Optimise Sales Visit With Data Cleansing & GeoAnalytics

Scenario

A well-established hospitality group has about 100 properties around the region, from hotels, service apartments to luxury residences. In order to stay competitive and increase sales, the group deploys its sales team to visit existing corporate accounts regularly and to cultivate new customers.

However, it is difficult to plan account visits effectively by proximity as the address database is not properly segmented to district, street and building. Besides, high percentage of new acquired accounts are already existed in the CRM system. Furthermore, management lacks visibility of key accounts distribution, unable to select key accounts to plan focused sale visits due to different naming conventions and large database. As a result, sales resources are not optimised.

Solutions

1. **Ent-Vision Data Cleansing**
   Consolidate unstructured data from multiple data sources to perform data standardisation, deduplication and merging to provide precise account and contact information.

2. **Ent-Vision Address Standardisation**
   Breakdown addresses into specific segment such as street, building and postal code, and further transform the addresses into GPS coordinates with pinpoint on the map to facilitate sales route planning by location for each particular day.

Sample Input (Unstandardised Address)

Company Name	Address 1	Address 2	Address 3
Sunny Media Private Limited	Temasek Avenue #13-01, S(039192)	Millenia Tower 1	
AXZ Holdings Ltd	AXA Building	8 Shenton Way #27-01/02	Singapore 068811
Radiance Co., Ltd	AXA Bldg, Level 34, 8 Shenton Way		
Ginvera Financial Services P/L	1 Temasek Ave #08-01 Millenia Twr		

Address Standardisation Results

| Company Name	House No.	Street Name	Floor No.	Unit No.	Building Name	Postal Code	Country
Sunny Media Private Limited		Temasek Avenue	13	01	Millenia Tower 1	039192	Singapore
Ginvera Financial Services P/L	1	Temasek Avenue	08	01	Millenia Tower		
AXZ Holdings Ltd	8	Shenton Way	27	01/02	AXA Building	068811	Singapore
Radiance Co., Ltd	8	Shenton Way	34		AXA Building		

3. **Ent-Vision GeoAnalytics**

Overlay demographic and client data on geographical map to create meaningful cartograms. The top management can view concentration of particular clients' distribution on the map to gain deeper insights and to explore untapped business opportunities.

Geocoding Results

Company Name	Latitude	Longitude
Sunny Media Private Limited	1.2926644	103.8604486
Ginvera Financial Services P/L	1.2926644	103.8604486
AXZ Holdings Ltd	1.2759058	103.8473349
Radiance Co., Ltd	1.2759058	103.8473349

GeoAnalytics – Sales Visit Planning
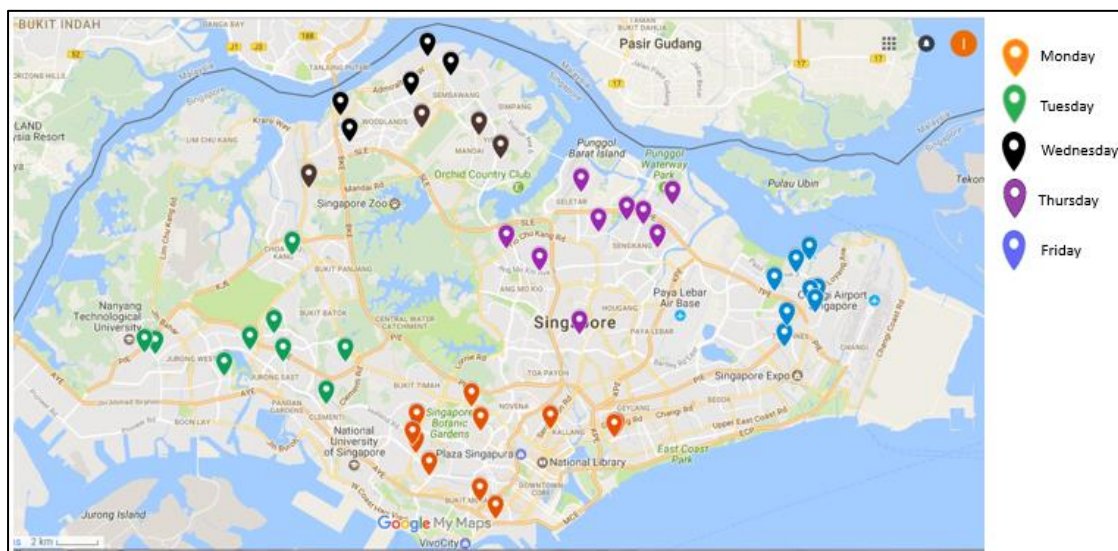
Business Benefits

✓ **Clean & Healthy Database:** Possible duplicates of account, lead or contact are identified and removed before account creation or update in the CRM system

✓ **Efficient Route Planning:** Standardised address data allows for optimised route planning and increases efficiency of sales visits

✓ **GeoAnalytics for Clearer Business Insights:** Visual cartogram to highlight untapped business opportunities

Find Out More!

Visit us at https://www.ent-vision.com/solutions/smart-data/ to find out more about how we can help in **Address Standardisation and GeoAnalytics**. email us at **sales@ent-vision.com** or call us now at (65) 6742 7945 for a no obligation discussion.