

## This is our offer for you



- Analysis of your address data
- Recommendations for action to clean up and optimise
- On request: Development of marketing and sales measures to obtain and update your addresses and data

## It is intended for

- All those who want to get more out of your valuable customer data and implement effective marketing and sales measures
- All those who are planning the introduction of CRM software (as an indispensable prerequisite for a successful introduction)
- All those whose ADDRESS AND DATA QUALITY is insufficient and needs updating



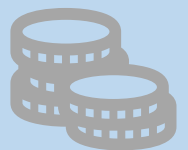
## This is the procedure



- 2 ½ days Audit and data and address analysis
- - Subsequent elaboration, presentation and recommendations for action

## These are the costs

- price on request



## Extra



- Weekly 1-hour jour fixe (by telephone and/or presence) over a period of approx. 5 month
- Development of marketing and sales measures to obtain and update your addresses and data

*Duration and price on request and according to expenditure*



## This is the procedure:

1. We define with you the addresses and variables to be checked.



2. **2. automatic verification:** the addresses are audited by a professional service provider. The following points are checked:
  - Addresses correct?
  - Dublettenquote
  - New available after move
  - Distribution by federal states
  - Creditworthiness information
  - Criteria enrichment (e.g. legal form, telephone, URL), contact person 1.+2. Level
  - Industry affiliation
  - Company size in number of employees and turnover



3. **3. visual inspection:** your addresses and data are put through their paces via web conference:
  - Quality and visual inspection including analysis of the most important problem areas
  - It is about recognizing typical error sources and types, filling degree, filling quality



4. **Detailed elaboration:** You will receive an elaboration from both examinations: It contains examples, optimization measures and recommendations in the form of a *table*. It contains tips for one-time cleanup as well as suggestions for checks and recording rules for continuous quality maintenance.



**The table has the following structure:**  
 Field label - Field description - What is the purpose of the field? - Who is the key user for these fields? - Conspicuous from the field analysis - Dependence on other fields - Prio in the one-time correction - Who corrects? - Notes on the set of rules and regulations in ongoing operation - Notes on the creation of new fields

5. **package of measures:**
  - Summary of the analyses
  - Development of strategic and operative measures, training and recommendations for action
  - Proposals for management instruments (e.g. KPIs, incentives for data maintenance) for the ongoing quality assurance



6. **Milestone and action plan:**
  - Presentation and discussion of the milestone and action plan, followed by adoption of the next steps

