

Data mining, an improved customer view.

A database can be simply explained as a layer cake. Every layer represents a different level of information that on its own is a simple fact. However combine the layers and you can start to build an impressive structure.

In an ideal world, all the ingredients will be present, and each layer will be perfect, however in the real world some ingredients will be missing, or substituted and this won't be apparent until you dive in.

Your database, your business

Your database is a valuable asset with customer and prospect information. You should be able to use this data to build relationships and improve sales, however missing or incorrect information will hinder your pace of business.

Having a complete database, with accurate information will help you better understand your customers and prospects. You can segment your contacts at a minute level, demonstrating to the recipients of a marketing campaign that you really do understand and know who they are.

Why is your data incomplete or inaccurate?

Depending on how your database is built and managed will open opportunities for inaccuracy. The first challenge will come from human error. Both employees and customers completing forms will not always comply with standards and may substitute fields. The second issue will be age, over a short time your database if not checked and exercised will decay. The final problem will stem from merging old data. This can create a few problems, the first is unmatched duplicates – giving the impression of a larger customer/prospect data set. The second is unmatched fields – stopping you finding records for targeted segments.

A stitch in time...

The sooner you take action, the sooner you can get a clearer picture of who your customers are and who you are targeting. A cleaned and checked database will aid your targeting, reporting and customer experience. Ultimately you will be increasing your opportunity to sell.

Data mining – the improved customer view

Through data mining, we find data within data which allows information to be checked and verified. Through this process we can identify missing or inaccurate information and append or replace as required. The final database will be easier and quicker to work with improved ROI.

For more information on how to improve your customer view, please contact mike.beech@hurdler.co.uk, 07855494437