



# Customer Data Management



## Unlock The Power of Your Customer Data

Your customer data is one of your organisations greatest assets. Using this data to drive your marketing activity and to deliver highly targeted communications results in conversion rates way beyond those delivered by mass marketing initiatives. The benefits are numerous - everything from customer acquisition to driving loyalty and satisfaction - all of which impact directly on the bottom line.

All too often though, organisations are failing to tap into the potential that this information has to offer. Many marketers are constrained by the quality of the data that they have available or their inability to centralise disparate data sources to develop a single view of the customer.

At Redspire we understand how critical it is to improve your customer data and to use it effectively to drive your business. We help organisations to improve the quality of their existing data and to gather the additional information that will allow them to maximise the marketing investment and to deliver more meaningful customer experiences.

### Service Overview

The type of data involved varies enormously by industry and organisation but there are a number of core activities that we would expect to undertake in a project of this nature:

- **Establish the baseline.** Improving the quality of existing customer data is always an essential starting point.

We will review the data that the organisation currently holds and ensure that it is in a state where it can be used i.e. accurate, secure and available. This will involve the de-duping and cleansing of all existing data and centralising it for the purposes of analysis.

- **Identify 'data strategy'.** Having established the baseline, we work with our clients to determine exactly what the data requirements are for the business going forward. What information is required to support the sales and marketing function with the delivery of a more personalised service? What are the available sources of data – are there new sources as yet untapped? How might this data be captured and used? And so on.

Defining a clear 'data strategy' as part of a wider CRM initiative is vital to ensure that the correct data is captured and can be put to best effect.

- **Implement solution.** Once the data requirements are understood we will implement a solution to deliver against the core objectives. Again this will vary by organisation and will depend on the nature of the business or the complexity of the requirements.

Typically, as a minimum, this will involve the development of a central CRM database to provide a single customer view but may also extend to the sourcing and provision of tools to support the on-going management and use of the data. For example analytical or reporting tools or email marketing applications may also form a key part of the overall solution.

- **Define data hygiene policy.** Having identified the on-going requirements and implemented a solution to deliver against them, it is important to also define and execute an effective data hygiene policy. A good data hygiene policy will formalise the process through which the data will continue to be refreshed and cleansed. It will identify the who, what, when and how the data will be maintained and kept relevant to the organisation.

An organisations ability to understand its customers better and therefore deliver a more relevant and personalised service is often what sets it apart from the competition. The data is the starting point!



## About Redspire

We are Redspire, a specialist in Customer Relationship Management (CRM) solutions. At Redspire we help organisations to grow their businesses, increase sales and drive better margins by improving relationships with their own customers.

We have worked with some of the largest high street names to help them understand their customers better and to implement best practice processes and systems that enable them to retain existing customers, acquire new ones and increase the value and spend across the board.

Our clients work with us because we are easy to engage with and have demonstrated a track record of delivery that has added millions of pounds to the bottom line.

### Our Processes



Payback – In just one case a process we developed added £1million pounds per week of sales to a well known national retailer by implementing our Enquiry Management process. This is just one example of the kind of work we do that organisations to maximise the returns from their customer relationships.

### Contact Us

For more information about this or some of the other services that we offer – why not get in touch?

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