

■ Data Acquisition

Accurate standardized data results in efficient and cost-effective communications with prospects, customers and users, whether users are internal staff or individuals with whom you communicate. Data is collected from many sources, internal and external, and converted into a standard format, in fields which are defined. The converted data is the underlying resource for database design, and facilitates output processes from queries and profiles that support communication programs.



Accurate, standardized data to build profitable databases.

Benefit to you

Rationale

Data comes from many sources and formats ranging from handwritten raw material to data files and digital sources. To ensure your communications reach your audience, your data must be accurate, in a standard format and machine readable.

Implementation

Access CRM inputs data from all sources, eliminates duplicates and standardizes records for your prospect and customer databases. Typical sources are:

- Non-readable material, such as handwritten coupons, warranty cards, rebate forms
- Machine-readable formats including legacy systems, data files from the Internet or other digital sources
- Outside sources from which data can be acquired to enhance your existing database records or create a new records
- New data captured from your CRM communications that is used to update existing customers
- New data received directly from customers or resellers who interact with your customers
- Response activity or results of a customer transaction



 RESOURCES

▪ Data Collection Service