

**Project:**

Data Cleaning,  
Building, Enhancing  
and  
Target Name Research

**Sector:**

Telecommunications

**Region:**

Worldwide

**Client:**

Deryck Marley  
Marketing Manager  
BT Global Services

**Business Challenge**

The Data Protection Act requires companies to maintain data as accurately as possible and to not hold irrelevant data about their customers. Part of Deryck Marley's role as Marketing Manager at BT Global Services is to undertake regular data quality checks on a country by country basis.



Deryck commented:

*"The customer's perception of your brand can be adversely affected if the quality of the personal data you hold is poor, particularly in sensitive areas such as Job Roles and Titles."*

The objectives of this BT Global Services project were to:

- Cleanse 18,000 data records from BT's CRM system: this involved removing the contacts who had left, making necessary changes to personal details, adding new contacts, removing duplications and adding missing information such as email addresses. The telemarketers were not permitted to contact the named person directly to confirm their job roles but were required to gain an independent corroboration of the job role from colleagues.
- Gain a minimum of 2,000 new contacts from within 590 named accounts across a range of 24 specified job functions.

**Methodology**



As Business Advantage were required not to speak to the named person directly a lot of information was initially gathered by undertaking desk research and any missing information obtained by calling receptionists or other departmental contacts to verify the jobholder's details.

New contact details were gathered using primary telemarketing techniques.

Deryck also commented:

*"The data formatting requirements were very rigorous and complex, Business Advantage had previously undertaken Phase I of this project, and were happy to address any changes that were required for Phase II to achieve optimum results."*

BT were glad of the weekly updates they had with Business Advantage as it gave them the opportunity to review the project whilst in progress and to ask questions.



Operating in over 170 countries, BT is one of the world's leading providers of communications solutions and services.



*Business Advantage is a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.*

## Why choose Business Advantage? (continued)

Deryck's relationship with Business Advantage goes back a long way and Business Advantage were the first people he thought of when considering this project.

Deryck stated:

*"I find Business Advantage easy to get on with, open to discussion, ideas and feedback."*

As stated above, Business Advantage had undertaken Phase I of this project, Deryck was very pleased with the results from this and had no hesitation in using them again for Phase II.

Deryck also commented:

*"If he hadn't been pleased with Phase I he would not have hesitated to appoint a new supplier to undertake Phase II".*



## What Impact did the result have on your business?

Deryck is very confident with the end data that Business Advantage supplied:

*"It was well presented and well received within BT and there have not been any complaints about it's quality. BT were happy with the price negotiated to carry out this project, and delighted that the project was delivered 'bang-on-time'.*

**For further information on this case study please contact:**

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Deryck's final comment was:



*"I was very pleased that Business Advantage exceeded our expectations in the number of new contacts they collected and in obtaining email addresses, both of which were really important for us."*