

Project:

Data Cleaning,
Building,
Enhancing and
Target Name
Research

Sector:

Telecommunications

Region:

Worldwide

Client:

Sarah Lester
Senior Manager
UK Marketing
Operations
BT Global Services

Business Challenge

This database marketing project consisted of:

a) Cleaning 18,000 data records from BT's CRM system, amending errors, removing duplications, adding missing data, identifying inactive contacts and finding replacement contacts. Business Advantage were required to check contact details without speaking to the named individuals to get an independent authentication.



b) Acquisition of a minimum of 2,000 new contacts from within 590 named accounts across a range of 24 specified business functions.

Methodology

- a) Business Advantage were not allowed to contact the named individuals directly, therefore, a two stage approach was taken. Initially, data was gathered from public domain sources and secondly, these details were confirmed by calling receptionists, or where receptionists did not know the information, others within the relevant department.
- b) New contact information was gathered using telephone interview techniques.

BT had strict data formatting requirements, Sarah stated,

“Business Advantage were able to meet these requirements plus were able to provide the data in a ready-to-load format, thus avoiding time consuming data processing by internal BT staff.”

Business Advantage also provided BT with weekly feedback via a conference call and a hard copy report. This allowed BT to understand the difficulties encountered by the telephone interviewers, for example, the need to verify numerous contact details with a single receptionist – this required several calls spread out over a period of time rather than in one long telephone call.

Sarah said:

“As a result of being kept in the loop with these helpful updates we restated the priorities of the project.”

Another challenge of this project was to collect email addresses, where this information was unavailable Business Advantage extrapolated naming conventions of colleagues and pinged across emails to these addresses to test viability.



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?

This project was put out to tender and Business Advantage provided a proposal along with a number of other agencies. Information from all the proposals was consolidated and comparisons made.

“The results of the comparisons went through BT’s usual procurement channels and Business Advantage came out on top particularly in the areas of cost, approach, professionalism and flexibility.”

What Impact did the result have on your business?

Before the data was cleaned BT had some concerns about the quality of their data, Sarah commented

“Now we are confident that the data is accurate and we do not have any concerns going forward.”



The acquisition of the 2,000 new contacts was also important to BT, Sarah commented:

“We were very pleased with the new contacts Business Advantage found for us, it has made a big difference to our effective reach.”

Sarah’s final comment:

“All deliverables were met within agreed timescales and to agreed formats. I was very impressed by their professionalism and flexibility as well as the cost of the project. All the staff were very helpful. I have recommended them to colleagues and have used them since on two occasions for data cleaning and data acquisition projects.”

For further information on this case study please contact:

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