



Cooperation of Uniserv and SALT Solutions revolves around CRM and data quality

OEM partnership includes integration of the Data-Cleansing Solution DQ Batch Suite in business solutions for the fashion and furniture sector – a long-term development of customer relationships and professional dialog marketing

Customer bonding has so far played only a subordinate role in the fashion and furniture trades: in most cases, advertising activities are restricted to mass media or inserts in newspapers.

However, these measures are not oriented towards the requirements of the target group and therefore have a high waste coverage. SALT Solutions, which is based in Düsseldorf, offers medium-sized and large retailers an all-embracing retail solution which supports all areas of the retail loop from planning to operative stock control, sales over the counter and retail controlling, including Customer Relationship Management (CRM). With the OEM partnership agreed with the Pforzheim-based [Uniserv GmbH for Data Quality](#), completely new potentials are opened up through the integration of the *DQ Batch Suite*, in order to develop long-term customer relationships. The data-cleansing solution is integrated in the interface between Enterprise Resource Planning (ERP) and the CRM system and carries out a postal validation and a duplicate check before transfer of the address data to the CRM. The path towards professional dialog marketing is smoothed over through the efficient combination of data validation and customer management without any intervention in the operative processes being necessary. The users directly perceive the synergy effects arising from the use of the two products. For instance, the number of incorrect deliveries is reduced through an improvement in the address quality, sometimes to a considerable extent. In addition to this, postage and production costs can be reduced, because it is now possible to send only one household-related mailshot. In turn, Uniserv benefits from additional market potentials in the target segment of SALT Solutions.

"With the introduction of CRM and data warehouse solutions in the industry, we are continually faced with the challenge that the existing structures do not permit address validation in the data acquisition systems – but CRM cannot function without 'clean' address data. Against this background, we have found that the *DQ Batch Suite* from Uniserv is an extremely powerful and, above all, high-performance software, which clearly

demonstrates its wide range of capabilities, particularly in the transfer of address data, which is frequently badly maintained", says Heiner Drathen, manager of the CRM division at SALT Solutions, summing up the cooperative effort with Uniserv.

"Distance selling is regarded as the engine of dialog marketing and customer bonding and every effort is made to provide an excellent address quality – in this regard, however, we encounter a diaspora in the bricks-and-mortar business. With the partnership now agreed between SALT Solutions and Uniserv, a triple win-win situation arises: SALT Solutions can offer our high-performance and technologically advanced *DQ Batch Suite* as a practical addition to its own CRM systems. On the other hand, new attractive markets develop for ourselves and our [Data-Quality Solutions](#). And last but not least, the users have access to a comprehensive solution for customer bonding through the effective combination of both product groups and can thereby pursue professional CRM", says Stefan Kröger of Uniserv partner management, expressing his satisfaction with the partnership agreement.

SALT Solutions

The Retailing division of SALT Solutions GmbH specializes in IT solutions and system integration for the store and mail order business. The spectrum of services includes complete IT systems and process consulting for POS (Point-of-Sale), inventory management, retail planning and retail controlling and for CRM (Customer Relationship Management/B2C). Strong solution partnerships in the areas of human resources and finance complete the portfolio of services for retailing. Technologically speaking, SALT Solutions puts its faith in state-of-the-art IT standards, such as Java Enterprise Edition and Microsoft.net. Highly productive technology partnerships are in existence with IBM, Oracle and Cognos. Amongst others, the retailer customers of SALT Solutions include Otto, Gerry Weber, Sport-Scheck, Eddie Bauer, Lascana, BonPrix and Porta. Further information is available at <http://www.salt-solutions.de> ■

Additional Information