



## Data quality promotes customer bonding

### Understanding data quality as a permanent process and overall approach / Underpinning and reinforcing decisions, operative measures and procedures

Uniserv GmbH from Pforzheim, Germany's leading supplier of software and services for securing the quality of customer and address data, is presenting its extensive product portfolio at the „impact“ trade fair in the Graz Exhibition Center on the 16th and 17th June 2005. The central thematic point of the trade fair presentation is customer bonding through data quality. Nowadays, markets are characterised above all by globalisation, pressure of competition and competition for markets. As a result, the subject of address data quality is increasingly becoming the focus of interest, because in a difficult business environment, enterprises which succeed in permanently bonding their customers have an advantage. Customer bonding is promoted by the guaranteed quality of customer and address data. In the opinion of the Pforzheim software experts, however, various conditions have to be provided, in order that data quality can play an appropriate role in enterprises. Firstly, securing data quality is not a once-through occurrence, but is a continuous process consisting of address validation, error handling and periodic updates. Secondly, this topic should not be viewed in isolation in enterprises, instead it has to be applied integrally across all departments

and divisions. Once this environment has been created, suitable software standards must be implemented to carry out the task of securing the quality of the address data, which must be structured, complete, up-to-date and redundancy-free. The Uniserv software solutions for address analysis, postal address validation, duplicate recognition and prevention, matching against the relocation database, geocoding measures or postage rate optimization can help achieve this goal. In addition to this, they ensure that the requisite decisions, operative measures and procedures are suitably underpinned and reinforced e.g. as part of data Warehousing, Customer Relationship Management (CRM), Enterprise Resource Planning (ERP), eBusiness or dialog projects for customer bonding – added value which is priceless. A large number of successful enterprises and institutions in Austria such as Billa, Mobilkom Austria, ÖAMTC, UNIQA and UTA Telekom have already recognized the utility and advantages of data quality for their personal business and have put their money on the tried-and-tested solutions from Uniserv for many years.

### **Further Information**