

Success Story

Success Story • Case Study • Interview

Data Quality Solutions of Uniserv in use at KTM Sportmotorcycle AG

Correct biker customer addresses worldwide



Image : KTM/Mitterbauer



A customer database and all the activities based on this can only be as good as the quality of the addresses. KTM Sportmotorcycle AG therefore decided to validate its end-customer data stored in the CRM (Customer Relationship Management) system in the long-term with the aid of the Data Quality Solutions of Uniserv. In the process, the international address database was corrected in an initial cleansing step, which was automated as far as possible. In addition to this, KTM ensures that all new addresses which arrive from dealers via the Intranet are checked and corrected before transfer to the CRM and also that there is no long-term problem with duplicates - a goal which is verified by means of a complete check every half year.

High precision, lean production and zero fault tolerance: The qualities which apply for the high-quality motorcycles of KTM Sportmotorcycle AG were also increasingly in demand in the stored address data of the company in 2007. Because when the heterogeneous customer data structure of the more than 1,700 authorized KTM dealers throughout the world was merged, the implementation of the planned direct marketing campaigns in support of the indirect business with the end customers was almost impossible. This was mainly because of the totally different quality level of the customer data maintenance at the dealers throughout the world, who manage their entire communication with KTM, including the acquisition of end customer data, sales of clothing and warranty processes, via an Intranet called Dealer.NET. As a result, this heterogeneity opened the floodgates to errors such as incorrect or incorrectly recorded postcodes and street identifiers, incomplete names and also unknown places.

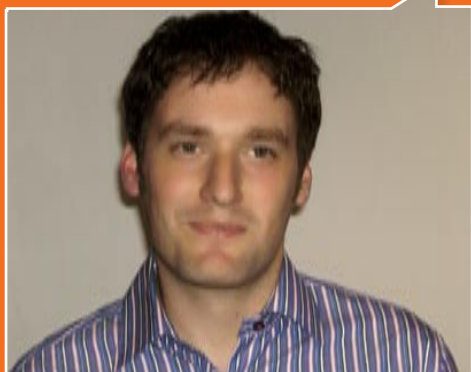
In addition to this, the large number of duplicates stood in the way of the plan to introduce a central CRM system with a clean database. These duplicates, some of which had up to twenty instances, had come into being through multiple recording by the individual dealer or also when one and the same motorcyclist had made purchases at several dealers and had been recorded separately in each case.

Data cleansing as a challenge

Before the CRM solution could be implemented at the company headquarters in Austria and rolled out at the fourteen subsidiaries in the KTM countries in Europe and also in Argentina, Dubai, Japan, Canada, Mexico, New Zealand, South Africa and the USA, the data quality had to be brought up to scratch and also guaranteed in the long term. The objective of the newly created four-man data quality project team around its manager Ingo Wolfmayr was to implement this measure within two years. That this goal had already been reached after one and a half years was due to (a) the goal-oriented project organisation and procedure and (b) the data quality tools and services employed.

"WE VERY QUICKLY
OBTAINED SOME CON-
VINCING RESULTS, [...]"

Ingo Wolfmayr,
Head of Software Development KTM



No agony of choice

In the search for an external specialist to support the data quality project, a total of three suppliers with international coverage were evaluated in August 2007. After just under three weeks, the decision was made in favour of Uniserv GmbH based in Pforzheim and Paris, which was able to prove its expertise in several ways. In particular, the data quality specialist scored points because of the worldwide coverage of the address material, something which is possible not least

through the Unicode capability of its products. In addition, there was great sympathy at the personal level: "It very quickly became apparent during the product presentation at our company, in which we discussed the problem, that the chemistry was perfect and a goal-oriented working relationship would be possible", recalls Ingo Wolfmayr.

The good ones go into the pot ...

The first milestone of the project was the one-off cleansing of the existing customer data material, which KTM had merged from the heterogeneous databases of its dealers by means of SQL tools. The approx. 600,000 addresses, including ones from exotic countries such as the USA and Japan, were made available to Uniserv and checked for the content and duplicates at its headquarters in Pforzheim located between Karlsruhe and Stuttgart using the *Data Quality Batch Suite (DQ Batch Suite)*. The result was submitted to KTM one week later: an automatically corrected database, where the changes were unambiguous, an indication of quality for each address, from which the probability of successful delivery could be derived, as well as a deduplication, which identified around 150,000 duplicates. The analysis and processing of the grey areas and therefore the cases, in which no automatic corrections were possible, was subsequently carried out. The KTM specialist team invested a good six months in the complete review and postprocessing.

... the new bad ones go into your crop

Dual-track precautionary measures had already been taken in parallel to ensure that no new incorrect data records or duplicates enter the CRM via the Dealer.NET and therefore the customer data interface to the KTM dealers. Since then the *data quality real-time service tool post* has been responsible for the automatic error correction. Offered by Uniserv as *Software as a Service (SaaS)*, the solution cleans up all new entries transferred by the dealers to the CRM via Dealer.NET on the fly. In this connection, an external integrator merges the Dealer.NET and post as a Web service, so that the correction process is directly initiated on address input by the dealers via the Intranet.

In order to prevent new duplicates, KTM locally installed the data quality real-time service-tool *mailRetrieval*, a software component which checks the new addresses to be entered against an initially generated index pool of the current address database - a reliable and high-performance process.

Ingo Wolfmayr describes the extent of the installation work as being extremely low: "Only one day for the actual installation and five days for the in-house training of the entire project team. Although the degree of automation is currently only around eighty percent and we have still not exploited all the potential, the system is running without any problems and we were able to give the go-ahead for the integration of the cleaned addresses in the CRM solution at the end of July 2008."

"WE WROTE TO **18,000** END CUSTOMERS AND CALCULATED THAT THERE WOULD HAVE BEEN AROUND **24,000** WITHOUT CARRYING OUT A VALIDATION BEFOREHAND", SAYS INGO WOLFMAYR. "A FULL 6,000 LETTERS FOR THE BIRDS - WHAT WITH POSTAGE, MATERIAL AND PROCESSING TIMES, THIS REPRESENTS A CONSIDERABLE SUM, WHICH WOULD SIMPLY HAVE BEEN SQUANDERED."

Ingo Wolfmayr,
Head of **Software Development KTM**

Other external and internal batch runs

As a further security level, KTM plans to have its entire customer database validated twice a year by Uniserv by means of the DQ Batch Suite. However, a workstation version of the DQ Batch Suite was also purchased at the same time. As a result, KTM ensures that the address databases of new dealers which enter the overall system are also consolidated, namely with those of the other dealers of the country concerned as well as with the in-house KTM database.

Once upon a time there were duplicates and errors

When addresses arrive via the Intranet in future, they will be postally corrected in real time and checked for any duplicates before they are transferred to the CRM system. Combined with the regular external batch check of the overall database, this will mean that KTM has correct addresses and redundancy-free customer data at its disposal. To say nothing of preventing the loss of image which occurs when a customer receives the same correspondence several times or the address is incorrect, e.g. Miss John Smith, with the first and last name mixed up or an incorrectly spelled street name. The latest printmailing clearly demonstrates the cost saving which the newly obtained data quality level has achieved: "We wrote to 18,000 end customers and calculated that there would have been around 24,000 without carrying out a validation beforehand", says Ingo Wolfmayr. "A full 6,000 letters for the birds - what with postage, material and processing times, this represents a considerable sum, which would simply have been squandered."



Image: KTM/Mitterbauer



A satisfied summary all round

Against this background, it can be easily imagined that Ingo Wolfmayr is sure of achieving the profitability and Return on Investment (ROI) required to meet the pay-back time, which has been set at two years: "We very quickly obtained some convincing results, which we could use in practice, and have been saving hard cash on each individual campaign since then." And even if he does not want to underestimate the internal organisational work which arises in the detail of such projects, he is sure that he has chosen the right path with Uniserv. "Nothing is achieved by half-measures when it concerns the quality of address data in our dimensions", is therefore his credo.

And everyone profits in equal measure from the marketing campaigns, which now end up at the right recipients: KTM, the authorized dealers and naturally also the end customers, who are regularly informed directly about the offers which their dealer has waiting for them.

"NOTHING IS ACHIEVED BY HALF-MEASURES
WHEN IT CONCERNS THE QUALITY OF ADDRESS
DATA IN OUR DIMENSIONS"

Ingo Wolfmayr,
Head of Software Development KTM

KTM Sportmotorcycle AG

Ready To Race – KTM-Sportmotorcycle AG produces very sporty motorcycles for use on and off the road in Mattighofen/Austria. KTM machines have been used with great success both in professional racing and leisure sport for many years, where they have been tried and tested for everyday use. 160 world titles (60 of them in the last five years) as well as six victories in the Dakar Rally make KTM one of the most successful and most well-known makes in international motor sport. KTM has also been one of the contenders in Grand Prix sport since 2004. KTM motorcycles are known for their first-class qualities such as low weight, high performance, best handling and their unmistakable design and are exported all over the world. The largest markets include North America, Germany, France, Spain and Italy. <http://www.ktm.com>.

FURTHER INFORMATION IS AVAILABLE
IN THE INTERNET AT <http://www.ktm.com>

Uniserv

Uniserv is a leading European supplier of data quality solutions with an internationally usable software portfolio and services for the quality assurance of data in business intelligence, CRM applications, data warehousing, eBusiness and direct and database marketing. With several thousand installations worldwide, Uniserv supports hundreds of customers in their endeavours to map the Single View of Customer in their customer database. Uniserv employs more than 110 people at its headquarters in Pforzheim and its subsidiary in Paris, France, and serves a large number of prestigious customers in all sectors of industry and commerce, such as ADAC, Allianz, BMW, Commerzbank, DBV Winterthur, Deutsche Bank, Deutsche Börse Group, France Telecom, Greenpeace, GEZ, Heineken, Johnson & Johnson, Nestlé, Payback, PSA Peugeot Citroën as well as Time Life and Union Investment.

FURTHER INFORMATION IS AVAILABLE
IN THE INTERNET AT <http://www.uniserv.com>



Uniserv, Pforzheim

- Founded 1969
- Leading provider of address management software
- Product portfolio – international, web-capable, platform-independent, sector-neutral
- Areas of use for software – CRM, e-commerce, 1:1 marketing, ERP projects, call center activities, micromarketing, geocoding
- Benefit: ability to optimally address customers on the basis of validated address information

Additional information

Uniserv GmbH
Rastatter Str. 13
75179 Pforzheim/Germany
T +49 7231 936-0
F +49 7231 936-3002
E info@uniserv.com • www.uniserv.com

UNISERV

Success Story