

Addresses need a homogeneous profile!

Put data chaos to an end - make your addresses fit for modern, professional direct marketing and CRM!

General

Upon closer inspection of address databases, unclear structures and different formatting of the address elements can regularly be discovered. As a consequence, problems result in addressing and in the personal salutation.

Whoever wants to communicate successfully with his market partners must therefore take seriously the importance of properly addressing customers, for there is nothing which customers and prospects identify with more closely than their own names and addresses.

Addresses consist of a multitude of individual elements. For that reason, special problems often result. Sometimes the capitalization is wrong; sometimes a name, title or mark of nobility is written out in full, sometimes not, in the next case it is improperly abbreviated. From time to time address components are entered into the wrong fields, and legal regulations are not observed. In addition, hearing, reading, spelling and typing errors occur.

In practice, such faults lead to a multitude of different manifestations, which diminish the address quality and limit the successful utilization of the addresses.

From experience, structuring addresses homogeneously is always required when files that have been managed parallel to each other are to be transferred into one database (example: database marketing, CRM, data warehouse) or when in direct marketing external lists are to be used with varying origins.

In both cases, it always turns out to be of decisive importance with each address to know the exact position of the address elements. Only then will you be able to personalize and address your mailings correctly and to implement dialog concepts with your customers successfully.

The following **example** illustrates what addresses and salutations should not look like, and how you can optimally prepare your address data with Uniserv:

ST. MARY'S HOSPITAL DR. ROBIN
EXEMPLARY
127 HIGH STREET CAMBRIDGE
CB13QD UNITED KINGDOM

If you address your mailing like this, your success rate will be very low. The damage to your image, by contrast, will be very great.

Dear Dr. HOSPITAL,

As you certainly know,...

Correctly prepared with the Uniserv software **convert**, your mailing has considerably greater chances of success, and the damage to your image is avoided!

Dr. Robin Exemplary
St. Mary's Hospital
127 High Street
Cambridge CB1 3QD
United Kingdom

Dear Dr. Exemplary,

As you certainly know,...

Data quality in e-business

Unsatisfactory data quality is a problem that is present but is often dormant because it has gone unnoticed. Actually it has existed since the beginning of electronic data processing. With the possibilities of e-business on the Web, however, the situation of insufficient data quality becomes dramatically aggravated – especially with reference to names and addresses – and compels many companies to take action.

Continual interaction between customers/prospects and companies automatically thrusts questions about the proper personalization to the foreground. Faulty or missing data is immediately noticeable – unfortunately with negative results.

At the same time the quality of the 'raw data' is declining since in e-business the capture and entry of the data is usually done by the prospects or the customers. Quite inevitably this leads to an additional loss in quality that is far above the error rate that can usually be found when a trained, qualified employee carries out the data input.

Solution

Uniserv's solutions for address analysis & address formatting are especially designed to transform name and address data, which is only very crudely structured, into detailed, formatted information that is capable of being personalized.

convert is the name for a series of Uniserv software systems, which operate with specific functions orientated toward name and address elements and which are equipped with different performance features (see under the respective heading):

- Formatting of name lines
- Formatting of address lines
- Batch-specific conversion and formatting
- Country-specific address formatting

Together with Uniserv's products for postal address validation and address retrieval, *convert* frees you from the double lock of poor data quality in your applications.

Analysis and structuring of international addresses

For more and more companies, the international market is gaining increasing significance, providing new opportunities and possibilities. In order to be able to better take advantage of these, we provide several solutions with different performance features. Thus you can select the exact product variant you need for your applications, objectives and national considerations.

Use scenarios

For using *convert* there are the following, typical use scenarios for qualified address analysis and address formatting:

Data Cleansing

In direct marketing, in building up address databases or in transferring data files in CRM and data warehouse projects, with *convert* the record can be homogeneously structured, and the name and address elements can be prepared so that they are capable of being personalized.

convert can precisely identify the meaning of different address elements and can separate the individual components from each other. In addition, it can prepare the elements of the addresses for output in any arbitrary order and with homogeneous spelling. Naturally you can harmonize all of the code sets that have been used, and you can arbitrarily convert all of the fields in the record with respect to length, field type and keys. Furthermore, you can input constants and implement any other desired manipulation.

Data Entry

When entering data, irrespective of whether interactively or in a batch, names and addresses can be provided in detail by means of automatic address analysis and address formatting "on the fly". This can be done even when the data is entered only with a crudely structured mask. The names and addresses can also be provided when the data is entered by novice users for whom the probability increases that they may not make the entries in the right fields or in the proper order.



Performance features

- *convert* analyzes and formats your address data and is available both for sequential mass processing and for interactive applications.
- *convert* offers a performance which ensures short response times and extensive processing in batches in acceptable lengths of time, even with large volumes of addresses and even when there are many active users simultaneously. Naturally, the respective performance depends on the hardware that is used, the particular task that is presented and the data quality of the entry data.
- The Web integration for e-commerce applications is possible without any problems.
- *convert* is an expert system that is based on the most modern C/S technology and, due to its open architecture, works on all generally used platforms.
- The international orientation provides a multitude of country versions. The country rollout is constantly being continued. The consideration of country-specific particularities is self-evident.

Depending on the desired application environment and the country that is to be processed, you have access to different *convert* product variants which have different function blocks:

Function block:

Analysis & formatting of name lines

- ✓ *convert* analyzes the name line in a context sensitive way and – for private persons – parses the name line into its components (surname, first name, title, prefix words, suffix words...), determines the salutation key and delivers the foundation for a homogeneous structuring and input into the database as well as the personal salutation in the letter.
- ✓ *convert* recognizes company or institution addresses and can provide the legal form.
- ✓ *convert* likewise breaks down lines containing information about several people into individual persons.
- ✓ *convert* can recognize certain patterns that do not belong to the name information (customer numbers, tips for processing etc), in the name line and can remove them or place them in special memo fields.

- ✓ With *convert*, optional uppercase or lowercase spelling is possible.
- ✓ *convert* can transform entries recorded in upper case without special national characters into upper/lowercase spelling including umlauts and accents. In doing so, the program takes into consideration the respective frequency and only inserts special national characters when there is a high probability that they are correct.

Function block:

Analysis & formatting of address lines

- ✓ *convert* analyzes the address lines in a context-sensitive way, divides them up into their components (apartment, street, house number, city, city district, postal code) and thus delivers the basis for a homogeneous structuring for postal validation and entry into the database.
- ✓ The analysis & formatting of the address lines can be used integrated with the postal validation and – since the processing ensues iteratively – enables qualitatively especially good results, even with only crudely structured and postally flawed addresses
- ✓ With *convert* you can optionally transform the addresses to be in uppercase/lowercase spelling and also use special national characters (umlauts, accents).

Function block:

Batch-specific conversion and formatting

- ✓ In this function block it is possible to convert different record layouts into a uniform layout.
- ✓ Different data types can be converted into homogeneous types.
- ✓ Files that were created with different code sets (for instance different ASCII or EBCDIC codes) can be transformed into a uniform code set.
- ✓ Different data keys can be transferred to a uniform key system.

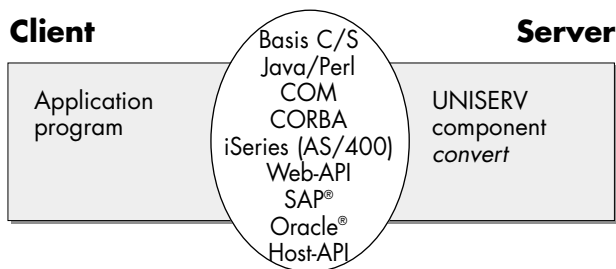


Product variants and interfaces

convert is available on all platforms from Windows, UNIX and iSeries (AS/400) to mainframe for international address analysis and address formatting of addresses in national and international databases, CRM and data warehouse applications in different variants and in a number of country versions.

- For address analysis and address formatting in Internet and intranet applications (product line *WEB.systems*).
- For simple integration into your interactive applications (product line *OPEN.edition*).

Possible interfaces



- As stand-alone tools for sequential batch processing with control via script (product line *BATCH.line*).
- As integrated solutions for sequential batch processing with control via the Windows interface (product line *INTEGRATED.systems*).



Additional Information