Costa Crociere bets on Uniserv

Costa Crociere had set itself the goal of providing an overview of the quality of their addresses. For this purpose a Data Quality Audit was carried out based on the Data Quality Service Hub (DQSH).

CHALLENGE

Costa Crociere, provider of top-class cruise-holidays, wanted to get an overview of the quality of its several million end-user addresses. For this purpose a Data Quality Audit was carried out . Within the Data Quality Audit, the data should be validated postally as well as checked on double or multiple records (duplicate check - identity resolution).

HIGHLIGHTS

In the course of the Data Quality Audit, the country's origin of the data was precisely determined and validated. The combination of the two basic data quality features postal validation and duplicate matching or identity resolution have confirmed and improved the quality. The correct country allocation of addresses is therefore important because the address structure varies from one country to another, e.g. the structure, the position and structure of the house number, length and position of the postal code.

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CUSTOMER USE

In particular, Costa Crociere will benefit from the perfectly prepared data in campaign management, potential analysis as well as in postal dispatch, here above all through increased deliverability. The country allocation also has decisive advantages, since the addressing is different from country to country. In addition, Costa Crociere is particularly benefiting from the absence of dublicates. This makes it possible to directly avoid duplicate or even multie addressing and dispatch. The quality-optimised data is added to the campaign management. Perfect data results in perfect campaigns. Target groups can be better granulated and aggregated more precisely for potential analyses. This promises higher sales and thus profit. In short, this means: Costs down, revenue up!

UNISERV SOLUTION

The Uniserv products Data Analyzer, Data Cleansing, Data Protection (First Time Right) and Data Governance (monitoring) are available in the DQSH. These four products offer users all the functionality required for processing the typical project scenarios of data management - Master Data Management, data quality initiatives, data migration and data warehousing. Users maximize the potential of their data with the DQSH and lay the foundations for successful and sustainable data management.

COSTA CROCIERE S.P.A

Costa Crociere S.p.A., founded in 1854, based in Genoa, includes the brands Costa Cruises and AIDA Cruises. The company has the largest fleet of all European cruise lines, with a total of 26 ships in service, as well as three new vessels, which will be handed over in 2016. Costa Crociere S.p.A. is part of the corporate group Carnival Corporation & plc, the global market leader in the cruise industry. Worldwide, 19,000 Costa employees work on over 137 different routes, in 261 destinations and 60 embarkation ports. The number of land excursions offered is around 2,200. The company is a member of the prestigious World's Leading Cruise Lines, which brings together the world's largest cruise companies.

Further information is available at
www.costacrociere.it

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