

# DataCleanse



## Increase Revenue and Customer Retention

## Merge duplicate customers, retain their history

## Reduce Cost Through a 'Cleaner' Database

Return to sender mail is very costly to a business. A typical dealership database has more than 15% duplicates. This causes lost opportunities, damaged customer relationships and ineffective correspondence that annoys your customers. Total Dealership Marketing's new solution - DataCleanse - can help you prevent these avoidable costs with a purified, cleaner database.

DataCleanse is a database purification solution that identifies potential duplicates and allows you to cleanse your most important asset - **your database**. Your duplicate customers are merged to ensure you have a 'cleaner' database. DataCleanse increases your customer retention in six easy steps.

### 6 Steps To Customer Retention

**Step 1** – Total Dealership Marketing extracts the data from your ERAnet database

**Step 2** – The data is filtered through a third party software which matches person and address to identify potential duplicated customer records

**Step 3** – Once all potential duplicates have been identified, Total Dealership Marketing will extract customers that are identical and should be removed from the database

**Step 4** – Total Dealership Marketing will select twelve identified duplicate customers and test de-duplicate purification of your database

**Step 5** – If the dealership is satisfied with the test results, Total Dealership Marketing will run the data cleanse process which will merge all duplicate entries together to a single customer and most importantly will retain all their histories

**Step 6** – 'DPID', a special bar code is applied to your database to identify valid Australian postal addresses and help you save money through bar-code bulk mail.

DataCleanse has been implemented in more than 110 dealerships. DataCleanse will deliver you confidence in your database integrity and help you experience the positive returns of targeted, accurate and effective customer contact.

### Super Benefits

- More effective and reliable marketing
- Increased staff efficiencies
- Increased Customer Retention through an accurate database
- Improved customer service access to the correct details the first time
- Single point of contact with your customers
- Reduced returned mail
- Substantial discounts for bulk mail which is bar-coded (DPID)

### Fast Facts

- Average database contains 15% customer record duplication
- Returned mail costs your business an estimated \$6.50 per item
- Repeat customers typically generate 25% more gross with your business long term

For more information contact [info@totaldealershipmarketing.com.au](mailto:info@totaldealershipmarketing.com.au) or phone 03 9535 2222



#### Return On Investment:

The estimated cost of 'Return to Sender' mail to a business at \$6.50 per item. A dealership is likely to receive 75 articles of returned mail during a marketing campaign to 500 people. The estimated loss to your business is \$485 per campaign of 500 letters.