

AddressLink



Another Pentana Solutions CRM Solution

Get your Customer's Details Right - First Time, Every Time

Reduce Cost Through an Accurate Database

Incorrect addresses are an ongoing issue in dealerships every day. Statistics prove that only 65% of all addresses in your database are correct! Imagine, if you post 5,000 letters for a Main Event sale, 1,750 would be sent to the wrong address and 1,300 of these would be duplicates. If you sell 1 car for every 100 letters sent, you miss out on 17 sales!!

Pentana Solutions have partnered a licenced distributor of the Australia Post database to create a solution that ensures all address details added to your database are recognised as valid and formatted correctly - with a real time connection to the current Australia Post database.



QuickAddress is an added benefit of AddressLink. Save up to 90% of the keystrokes required to enter an address into your database. This solution automatically recommends the address details of your customer, based on the entry of the first few letters of a customer's address. QuickAddress saves time spent interpreting hand writing, entering difficult spellings, and trying to match suburbs, city and postcodes.

Time is Money!

Capturing addresses takes time and we want to make it as easy as possible for you. Don't let your staff waste yours and your customer's time - make sure they enter the information right the first time, and you are guaranteed to lift your correct data rate easily. Your team can focus on their business - not the database!



Super Benefits

- Cleanse your database through correct entry of your customer's details - GET IT RIGHT - first time, every time
- One database - all address verification activity is fully integrated to and part of ERA
- Capture CRM opportunities
- A reliable database that is easily updated and enables the production of a high quality, clean mailing list
- Reduce Postage expenses
- DPID number is recorded against your customer in the Entity file
- No need for third party purification costs

Fast Facts

- 17% of customers on a typical database do not have deliverable addresses
- Statistics indicate that 4% of customers on a typical database do not have proper names
- Immediate improvement of your database will ensure greater customer retention and revenue generation for your business
- Capture every CRM opportunity in your business through an accurate database
- Direct partnership with an Australia Post licenced distributor enables real time connection to the Australia Post database



Return On Investment:

Industry estimates that an average dealership database has 35% incorrect addresses. Australia Post estimates the cost to a business of a single item of mail being returned is \$17.