

Take your pick, **online** data cleansing or **bureau** service.

Online data cleansing

Simple to use - data8 online is designed to be easy-to-use so that clients do not need to be a technical expert to use the service. Each file submitted to the service results in a **FREE** data quality audit that gives clients an overview of the current state of their customer data.

Fast and secure - data8 online provides a fast, secure, simple-to-use way of cleansing your data 24/7. There is no annual charge to use the service.

Advanced features - data8 online has a large number of advanced features and options to allow clients to control exactly how the service works.

Help is at hand - Clients have access to a dedicated account manager with many years experience in data cleansing they will recommend the best course of action to maximise R.O.I.

How it works, it really is as simple as 1,2,3 –

1. Upload your data



To start cleansing, clients first upload their file to data8.

data8 can accept data in most file formats, including CSV, Excel, Access and various formats. data8 have a simple one-phase submission process with intelligent data mapping along the way. This means that the whole process is easier to use and clients are unlikely to map the data incorrectly.

Once uploaded, data8 will automatically detect where customer names, addresses, telephone numbers and various other information can be found in the file. Once the client has confirmed that data8 have detected this correctly, they will start processing the file.

2. The Data Quality Audit



After processing the file, data8 e-mails the client with a FREE, comprehensive Data Quality Audit (DQA), illustrating where clients can save money.

Clients are always in control, the DQA details the existing data quality level, and indicates how it can be improved. For example, how many addresses can be improved, how many goneaways, deceased or duplicates have been detected and how many additional telephone numbers can be supplied etc.

3. Download Cleansed Data



After clients have reviewed the Data Quality Audit, they can choose what cleansed data they want to download.

Clients choose their own combination of data cleansing services to buy for each job processed. They may choose to buy all the available cleansed data, or may choose to buy only certain services such as telephone number appending or de-duplication.

data8 online data cleansing services:

data8 are independent of any large data provider and therefore include all major data suppliers in their services. This gives clients the fullest possible coverage for services like goneaway suppression and deceased suppression.

- **PAF Cleansing** - correct invalid or mis-spelt addresses and postcodes
- **Goneaway Suppression** - identify people who have moved house
- **Deceased Suppression** - avoid causing distress and prevent possible fraud by identifying deceased customers
- **Telephone Appending** - enhance your data with additional telephone numbers
- **Deduplication** - prevent wastage by removing duplicate entries for the same person or household
- **TPS Suppression** - check telephone numbers against the TPS before making sales calls and avoid fines up to £5,000
- **CTPS Suppression** - check telephone numbers against the CTPS before making sales calls
- **MPS Suppression** - check names and address against the MPS before direct marketing campaigns
- **Email Validation** - ensure your email addresses are valid and consistent with the contact details
- **Unusable Records** - check your database for salacious or unusable records
- **Country Detection** - identify foreign records and add the correct country information
- **Stop Files** - match against your own internal stop files

For more information please contact data8 -

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