IMPERIAL WAR MUSEUM CLIENT STORY

CHALLENGES

IWM were already using Data8 Postcode Lookup within their Microsoft Dynamics CRM environment to ensure data quality and reduce the time to enter an address. This service was working smoothly and effectively ensuring correctly formatted address data and eliminating spelling mistakes within its member database. Recently, the museum decided to migrate to Dynamics 365 and as a result, took the opportunity to assess our Predictive Address service.

SOLUTION

Data8 Predictive Address is a more advanced service than Postcode Lookup in that in addition to being able to use postcode to find an address, it has the advantage that the user can start typing from any part of an address and the service uses its AI engine to provide a picklist of correct addresses even if the user makes spelling errors. As more information is typed, Predictive Address automatically refines the list of choices available, including multiple residence addresses. Once the correct address is selected, Predictive Address then populates the correct fields in Dynamics, in the right format and error-free.

RESULTS

The biggest advantage of Predictive Address has been the faster and more accurate entry of member details into Dynamics, enhancing the user experience and allowing IWM to quickly update records without relying solely on postcodes, all while maintaining Royal Mail PAF-standard accuracy. Data8 has worked closely with IWM for over three years, providing high-quality support and a dedicated account manager who collaborates directly with the Head of CRM. Impressed with this level of service, IWM has now expanded their use of Data8 solutions by implementing Duplicare, an advanced de-duplication and merge tool for Microsoft Dynamics 365, to further improve their database quality.

Susana Perez
Head of CRM, Imperial War Museum

"We highly value the regular account updates from Jack and the knowledge that support is available whenever we need it. With Predictive Address now implemented in Dynamics, we're excited about the implementation of Data8 Duplicare to further enhance the data quality of our member database."