

Bell Mobility Data Quality Case Study

By: John Walker

Bell Mobility: The CIA Team

- Our role – to make direct marketing effective for B2B
 - Increase response rates
 - Lower COA
 - Increase ROI

- Act as internal consultants to marketing and drive direct marketing strategies through:
 - Opportunity analysis
 - Value and behavioural segmentation
 - Vertical seasonality
 - Communication lifecycle strategies
 - Testing strategies
 - Developing marketing enablers (prospect history database)
 - Contact management
 - Results analysis

Bell Mobility: The Challenge

- Data Quality issues in prospect history database
 - Information coming in from different sources
 - Poor matching (SQL) lead to incorrect or outdated info
 - Duplicate prospect entries created multiple mailings to same company
 - Serious issue as this is the source for all DM and TM lists
 - Lead to poor 'right party contact' rates
- No link between prospect universe and existing customers
 - Lead to existing customers on prospect lists
 - Loss of continuity of information
- Challenge in tracking response rates for prospect campaigns
 - Hard to improve sales results when you don't have a good understanding of who is buying what
- Evolution of direct marketing strategies were hindered by a poor data foundation

Bell Mobility: The Solution

- Data management technology from DataFlux
- With DataFlux, we were able to:
 - Develop link between prospects and customers
 - Appended firmographic info from prospect database to customers
 - Virtually eliminated contacting customers on prospect lists
 - Lead to increase in customer satisfaction scores
 - eliminate duplicate entries and duplicate mailings
 - Also verify and update addresses before mailing
 - Instant savings in cost of acquisition (COA) through production and postage savings
 - Improve ability to track results and evaluate test cells
 - Lead to improved marketing recommendations

Bell Mobility: The Results

- Added \$1 million CAD in annualized revenue in the first year
 - Telemarketers spent more time calling the right prospects
- Instantly saw response rates increase by 50%
- Reduction in Cost of Acquisition
 - Fewer contacts were required to get the same number of sales
- Productivity improvements in the call centre
 - Better lists lead to happier and more motivated reps

Q & A