MARTINS
Business to Business Databases since 1989

Data Cleaning

Cleaning Your Database

Your customer database is the life blood of your company - but how up to date is it?

Is your customer information held in a number of different databases, does it have a mixture of upper and lower casing, are the email addresses all correct, are there NZ Post Codes on all of the addresses, are the contact names split out into first name, surname?

An up-to-date and cleaned database means...

- Have a single customer view by having all of your data in one place
- Get rid of costly and confusing duplicate entries
- Compliance with the Privacy Act 2020 - ensuring you data is current and correct
- Presents a professional image for all of your customer interaction
- You avoid sending multiple copies of the same mail piece to the same person
- Saves money - with full and correct post coding you can get NZ Post discounts

What We Will Clean

- Casing - will make all Sentence Case - Mixture of Upper and Lower Case
- Adding "PO Box"
- Adding Post Codes
- Standardising the Phone and STD codes
- Splitting out the Contact Names
- Removing or Flagging duplicates

Cost

- $110.00 per hour + GST