

IS YOUR DIRTY DATABASE LOSING CLIENTS?

The cost of poor quality data may be as high as 10 to 25 percent of revenue of your organisation! Irrecoverable costs, rework of products and services, workarounds and lost or missed revenue are all symptoms of a database that needs attention. Direct marketers in Australia are united in their opinion that the accuracy of a database is the most essential component of any direct marketing campaign.

Why is it important to keep your database clean?

If you have a great offer and great creative but a bad list, your campaign will bomb. Therefore a good list and a great offer will do well. For customer loyalty, accurate data is fundamental to a successful relationship. The correct name, salutation and address in a tidy format demonstrates respect and recognition of the customer as an individual.

You only have five seconds to impress with the outside of the envelope – the wrong name or address will leave a terrible impression and the communication may be dismissed.

It's not only about the cost of undeliverable mail, but also the immeasurable lost business opportunities in not reaching all the customers you should be targeting.

How does a database get "dirty"?

17 percent of Australian consumers move house each year. That's over 3.2 million people. On average, 60,000 new addresses are created each quarter and added to the Australia Post PAF. Many of these carry new and unfamiliar directional or suffix information, these are just a few of the factors that cause data to deteriorate at a rate of around three percent per month. In just 12 months over 10 percent of your existing database will be incorrect. This scenario is equally frightening for business to business marketing where staff turnover creates knowledge "gaps" and direct loss of personal contacts.



What's the best way to clean your database?

There are many software packages that will do some of the job but primarily, the most effective way is personally.

Our call consultants are trained to represent your business in a personal and professional manner. No automated robots, just simple human interaction. Our friendly team is trained to enter into conversations with prospects or clients to obtain the best possible results.

We maintain your credibility with clients whilst cleaning, adding and updating your database, delivering your business the basis for future growth and success.

THINK YOUR DATABASE MIGHT NEED A CLEAN?

Call Bricole on **1300 888 126** today,
or visit our website: www.bricole.com.au

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