

CCR Data enhances the quality of its clients' data with Experian Intact



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**Edward Spicer,
Managing Director of
CCR Data**



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CCR data is a leading Royal Mail accredited database bureau and mailing house, providing bespoke, flexible and cost effective data and mailing solutions. They are experts in working with both business and consumer databases across all industries, specialising in the not for profit, travel and luxury retail markets. CCR have recently selected Experian Intact, Europe's most widely used data cleansing service, to consolidate its entire suppression portfolio into one centrally managed resource.

CCR has a large number of clients across a broad range of industries, resulting in extensive data handling. Keeping this data clean and accurate is essential to prevent fraud, wastage, damage to the company's reputation, from unwanted or incorrectly addressed mail, and to meet data protection and best practice obligations. However, with 18,000 people moving house every day and rising numbers of subscribers to both the telephone preference service (TPS) and the mailing preference service (MPS), this can be a difficult task. Nevertheless, it's a task CCR cannot afford to fail.

Edward Spicer, Managing Director of CCR Data, comments:

"We realised that we were spending a great deal of time collating and updating our suppression files and that this could be easily outsourced." The service chosen by CCR was Experian Intact. Experian Intact is Europe's most widely used online data cleansing service. In the past year alone Experian Intact has cleaned around 600 million records, a figure equivalent to screening the entire population of Europe. CCR data chose Experian Intact as they felt it would save them considerable time and money, spent previously loading and maintaining various suppression files. CCR data can now clean, suppress and enhance its clients' data with online access to all of the industry's leading suppression files and also Experian's proprietary products. CCR can submit data securely online for analysis and Experian Intact will deliver a free comprehensive data quality audit outlining any inaccuracies within the data, in a matter of minutes. CCR can then use this report to highlight which of Experian's services they need to use.



"By using Experian Intact we can now go to a single point of contact to improve clients' data quality. This, combined with the breadth and depth of coverage Experian's data sources offer, means that we are now able to quickly execute data cleansing requirements 24 hours a day, seven days a week. This will allow us to free up vital IT expertise to support the rapidly expanding portfolio of services from CCR whilst ensuring that our new and existing clients are getting the best data cleansing service available." Edward Spicer, Managing Director of CCR Data. The benefits passed on to CCR's clients will include reduced wastage from mailing, higher response rates and a more efficient marketing campaign. This will go a long way to maintaining and improving the good reputation that CCR currently has and help them to win more clients.

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Edward Spicer, Managing Director of CCR Data

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