



SAAB CARS,
USA



“Since we’ve been using Melissa Data’s Data Quality Web Service, we’ve cut down significantly on data entry errors and returned mail.”

-Richard Amling, In-house Marketing Analyst, Saab Cars

Saab Drives Clean Data to its Warehouse

Company

Saab Cars USA

Industry

Automotive

Challenge

Saab Cars USA—based in Norcross, Ga.—offers a website at saabusa.com where its visitors can enter their contact information during online inquiries. The automotive firm wanted to make sure that the information it collected via its website was clean, accurate, verified, and updated, so it could contact each guest immediately after they inquire about test drives, ask for literature to be mailed, or seek visitor information about financing or certification through Saab’s website.

Solution

Melissa Data’s Data Quality Web Service (DQWS)

Benefits

- » Saves time and labor by immediately catching web form data entry errors
- » Increases opportunities to effectively follow up on inquiries for productive results
- » Improves company image by enabling timely, efficient communication
- » Save money by ensuring accurate follow-up response with contacts
- » Helps reduce waste associated with fraudulent entries

Results

Saab signed up for the Data Quality Web Service to validate addresses that are provided during its customers’ online inquiries. The contact information entered at saabusa.com are then verified, corrected and standardized prior to the data being transferred to Saab’s CRM warehouse or sent to its network of 230 auto dealerships.

“It is important that data we collect is a quality consumer address, so when we re-contact

About Saab

Before Saab made cars, it made jets. In fact, the name Saab is an acronym that comes from “Svenska Aeroplan Aktiebolaget” which means “Swedish Aircraft Company.” That heritage can be seen in all that makes Saab different: clean, aerodynamic, efficient and supremely functional designs. Now a wholly owned subsidiary of GM Motors, Saab Cars USA offers Saab cars through a network of more than 200 dealers.

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them we can do so effectively,” said Richard Amling, Direct Marketing Analyst in the CRM Group, Saab Cars USA.

Amling said Melissa Data’s point-of-entry verification service is ideal for Web and e-commerce applications, and especially useful in recognizing fraudulent entries.

Now, when individuals inquire about test drives, ask for literature, or seek information about financing or certification, Saab can be confident the contact data it has collected is accurate.

DQWS is a 24/7 data entry verification service that validates and corrects addresses, updates phone area codes, parses names and appends gender. The service also spots fraudulent entries such as vulgar words. Once an address is validated, a ZIP + 4[®] code is appended to the record. DQWS also returns latitude and longitude coordinates, which can be used to calculate distances to a dealer, store, or service location. DQWS gives business users confidence in the long-term integrity of their databases.

According to Amling, Melissa Data emerged as the best fit for Saab’s requirements for several key reasons.

“I think Melissa Data was the most responsive as well as the best fit in terms of how the process worked, and it had a very attractive price. From our perspective, it was a seamless fit [with Saab’s application environment] and within a couple of days, they worked it all out and had it running.”

CASE STUDY



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About Melissa Data

Melissa Data is a leading provider of data quality and mailing solutions. Melissa Data helps companies acquire and retain customers, validate and enhance data, improve marketing ROI and save money on postage and mail processing. Since 1985, Melissa Data has helped companies like Mercury Insurance, Xerox, Disney, AAA, and Nestle improve customer communications.

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