

Your clients' contact information is gold.

Can you guarantee its accuracy?



Optimising your clients' contact information is essential to ensuring every touch with your customer builds loyalty, longevity and profitability.

You need to know and trust that the contact details you enter are accurate and up to date. Your client database is an extremely valuable and powerful tool, but only if the data it contains is correct.

Duplicate entries, obsolete client/prospect details and incomplete data devalue your marketing campaigns, often leading to embarrassment, poor results and ultimately, frustration.

Finally, there's a fast and effective service to cleanse your contact & associated customer databases in UNITS® and EQUIP®.

Through the delivery of Push Reporting tools the Dealer Spectrum team will help you to get results within days! Push Reports are reports that are immediately delivered to stakeholders in the business when key processes are broken by staff. How accurate is your contact database?

- Reduce entry errors in your client database
- Reduce dead mail & wasted phone calls
- Quickly & accurately enter contact details
- Address data conversion issues
- Minimise duplicate records
- Ensure more complete updated daily

The Investment

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\$ 2,490.00 ex-GST - one-off consulting charge

\$ 195.00 ex-GST per month - updates to Push Reports and scheduling by mail to appropriate people

The Process and Solution | Step by Step *(sample screens overleaf)*

1. **Push Report 1005 Contacts Analysis** present in contact database non-existent in any other database with transactions. **Action:** Review with Dealer Spectrum ('DS') team running automated SQL to delete from system.
2. **Push Report 1006 Contact Analysis** by Transaction Date. **Action:** View activity and dates of Contact Database across key transactional databases of Workshop, Vehicle Sales, Debtors, Creditors, Prospects and Appraisals. Review with DS team running automated SQL to delete from system based on your nominated last activity date.
3. **Push Report 1007 Service Retention** by last service date and compared to last sale date. **Action:** Review with DS team running SQL for the displayed data where Last Service Date is NULL or BLANK to be deleted from WKVEHFL. Review with DS team running SQL for the displayed data based on date for Last Service Date entered to be deleted from WKVEHFL.
4. **Push Report 1008 New Contacts** is created. Automated delivery by email to key stakeholders and Dealership Marketing Department of new created contacts, checking for completeness of key fields and any possible duplicates.
5. **Push Report 1009 Locate Duplicate Contacts** Report identifies potential duplication with the comparison of contacts based on Company Name, Full Name, Address and Phone Number. **Action:** Mark the valid contacts to be merged and the DS team will initiate the deletion of incorrect contacts and merge history to valid entry.



Bonus Free Sensis® Health Check Report!

Take advantage of a complimentary health check of your customer data through Sensis® Data Solutions and Auto-IT and get some REAL insight into:

- # of customers matched to the White Pages® and still live at the address you hold for them
- # of address changes found through the White Pages® & Australia Post's National Change of Address
- # of addresses that can be corrected against the Australia Post Postal Address File
- # of phone numbers that can be confirmed as accurate
- # of new phone numbers that can be found

This insight will provide you valuable feedback on how you can improve and enhance your marketing efforts whilst decreasing costs.

Contact Analysis
Contacts not in any database tables

Contact Code	Creation Date	Company/Full Name	Address	Gender	Bus Phone	Mob Phone	Fax Phone	Email
49	28/10/2009							
82145	21/10/2009	ELL						
8073	21/10/2009	SAE						
GreenConn45352	21/10/2009	Donna Brown	452 Wund Road NORTHAMPTON WA 62				08 9934 2579	
OSBORN0406266	21/10/2009	OS BUN CARSLAKE	PO BOX 322 HORSBURGH WA 66			0897722053		
GAAD459	29/10/2009	GRADIE						
ON SITE REPAIRS 555	20/11/2009	ON SITE REPAIRS AND SERVICES BEVERLY	PO BOX 335 BEVERLY WA 6304	M	0417998549	0417998549		onsiterepairs@btconnect.com
RANUS01391	9/05/2010	RANUS						
RANUS64	9/05/2010	RANUS	127 HAPPY STREET CARLTON VIC 3053	F	883960			
17573	4/11/2009	TRE						
Total Records	10							

Contact Analysis
as at 01/01/2009

Contact Code	Creation Date	Company/Full Name	Address	Workshop - WREKTEL	Vehicles - VINTOCK	Database tables with contacts and date of last activity or creation	Prospect - PRET	Appraisal - VAPPRAISAL	Debtors - ADMASTER	Creditors - APPRAFTER
15069	29/05/2008	GS BLM OMEAGHER	12 FOTT ROAD FISHERING BROOK WA 6078		806052	28/10/2007				15078
15078	29/05/2008	WAINWRIGHT A WAINWRIGHT	PO BOX 658 CARBURNIC WA 6261		86004902	25/03/2008				26/09/2008
15084	29/05/2008	FERNELL SPREADING SERVICE C1 POST OFFICE MARIONHAGE WA 6515						188		12/11/2008
15088	29/05/2008	CG & BC GUTHRIE GUTHRIE	PO BOX 22 BOLDGATE WA 6568							15088
15094	29/05/2008	SC HORTON & CO	404 ROSA ROAD ENDEBBA WA 6518							02/02/2007
15103	29/05/2008	PC & MA BURTON	PO BOX 15 MOONHOODOOKA WA 6552			300385				15094
15104	29/05/2008	INLANDER PTY LTD	"JILLAWARRA" FARM C1 POST OFFICE MERRIMAN WA 6523			807342				11/10/2008

Service Retention
Date: 1/01/2009

365/730 Days After Last Service

Rego No.	Driver	Bus. Phone	Mob. Phone	Account	Make	Model	Sale Date	Last Serv. Date
1ATW746	Robert & Tanya KITTO	0899291074	0428939165	8796	Non-Gen	DOLLY	9/05/2007	23/10/2000
1ATX713		08-93286277		13674	HOLDEN	COMMODORE		28/12/2006
1ATY069		0899237222		21961	Non-Gen	BOBCAT		13/04/2007
1ATZ266		1300-655172		15552	HOLDEN	COMMODORE		20/08/2001
1ALUC634	DUNCAN GILBERT	08-99511130		498	HOLDEN	COMMODORE		7/09/2007
1ALUE107	JOHN PETER GLEDHILL	08-99281173	0429-413652	19716	HOLDEN	RODEO	31/01/2000	17/10/2001
1ALUE118		08-93286277		13674	HOLDEN	RODEO	28/06/2007	27/01/2004
1ALUE118		08-93286277		13674	HOLDEN	RODEO	31/12/1997	27/01/2004
1ALUF468								
1ALUF468								
1ALUF468								
1ALUF965								
1ALUH414								
1ALUJ706								
1ALUR447								

Sales Year	Total Units Sold	Not Serviced	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
2003	691	9.6%	5.2%	7.8%	6.2%	9.4%	15.8%	46.0%
2004	654	9.3%	6.0%	7.2%	8.3%	16.4%	52.9%	
2005	552	13.9%	2.0%	5.4%	11.4%	67.2%		
2006	483	11.0%	3.9%	15.3%	69.8%			
2007	448	6.5%	13.2%	80.4%				
2008								

Total Number Of Rows: 1300

Row No.	Contact Code	Creation Date	Company Name	Name	Street	Bus Phone
71	WEST06863072	21/11/2009	WESTON BROG TRANSPORT		PO BOX 1150	
72	WEST06863072	29/05/2008	WESTCOAST SUPPLY		PO BOX 298	08 9378 2133
73	WEST06863072	29/05/2008	WESTCOAST SUPPLY		PO BOX 109	08 9635 2000
74	WEST06863072	29/05/2008	WEST COAST SUPPLY		50 HAGLES ROAD	08 9482 9700
75	WEST06863072	29/05/2008	WEST HILLS FARM PTY LTD		P O BOX 43	
76	WEST06863072	29/05/2008	WEST FIRE		PO BOX 1097	
77	WEST06863072	30/05/2008	WEST COAST MOBILE PRESSURE CLEAN		17 GOODWIN ROAD	08 9938 33 88
78	WEST06863072	29/05/2008	WEST COAST AUTOMATICS		18 BARNETT COURT	08 9371 1662
79	WEST06863072	29/05/2008	WEIZENFARM TRUST	CAMERON & SUSANNE	CARNAMAH - PERENOURI ROAD	
80	WEST06863072	8/01/2009	WEBB & CO	TOM		9736 02 14
81	WEST06863072	23/10/2008	WEBB & CO	TOM	PO BOX 60	9736 02 14
82	WEST06863072	29/05/2008	WIC (DIAMOND & CO)		POST OFFICE	08 9664 0031
83	WEST06863072	29/05/2008	WAYNE BARRY		5 RAILWAY PARADE	
84	WEST06863072	29/05/2008	WAYNE BARRY		5 RAILWAY AVENUE	
85	WEST06863072	29/05/2008	WAGGS SPRAYING SERVICES		LOT 303 LONG STREET,	08 9653 1805
86	WEST06863072	29/05/2008	WARD JOHN		PO BOX 74	08 9652 2632
87	WEST06863072	29/05/2008	WALTONS SOCIAL CLUB GERALDTON		C/ WALTONS GERALDTON	
88	WEST06863072	29/05/2008	WALTONS GERALDTON			
89	WEST06863072	29/05/2008	WALTONS GERALDTON		GERALDTON	
90	WEST06863072	29/05/2008	WALTONS GERALDTON		GERALDTON	
91	WEST06863072	29/05/2008	WALTONS GERALDTON		24 Edward Road	08 9921 5094
92	WEST06863072	29/05/2008	WALTONS COMPANY VEHICLES			08 9991 1130
93	WEST06863072	29/05/2008	WALTONS CARNAMAH			

The Dealer Spectrum data-cleanse is executed through a 5-step Push Report process that delivers a comprehensive sweep of your valuable client data.