



Lead Marque Access Database

Problem

Lead Marque had an already existing Access database that was used to store names and addresses of thousands of companies. A file was passed to the database each week with more company names, addresses and telephone numbers. The data which was passed will often have been inaccurate and need cleansing. This would take a considerable amount of time to do manually as each address would need to be fully checked and researched.

Solution

It was then decided that a computer based cleanse would be performed during the import process. Wolf Consultancy was tasked with converting the code on the existing database. By linking the Access database to QAS address database, the data cleanse was possible.

Savings

Because of the automatic cleansing, the number of address matches achieved per week is far in excess of what was previously possible. The firm are now able to contact more of the companies and have increased their hit rate along with their revenue.

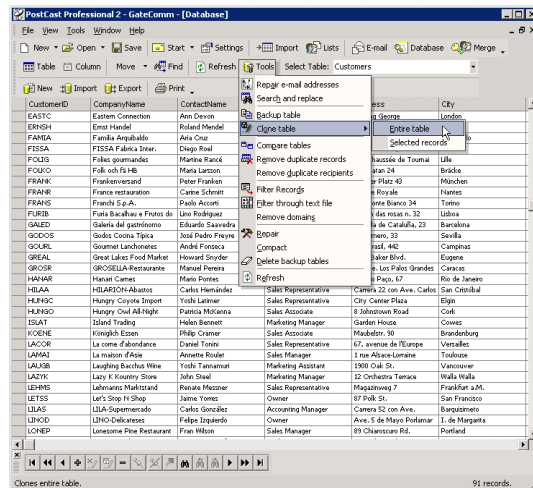


Fig. 1: Access Database

Wolf Consultancy
 St Marys Enterprise
 Centre Oystershell Lane
 Newcastle Upon Tyne, NE4 5QS
 Tel: +44 (0) 191 2330770
 Fax: +44 (0) 191 2612109 Email:
info@wolf-consultancy.co.uk

Wolf Consultancy Case Studies
 Access Database series number 007