




FACT SHEET /





DQ-Connector update.seven

A CRM system is only as good as the quality of the data used and stored in it – this also applies to update.seven CRM. In particular, customer, contact and address data play a key role here. because only the highest address quality and duplicate-free customer data provide the Single View of Customer. Only by this means can customer relationships be strengthened and sales potentials efficiently exploited. The Uniserv DQ-Connector for update.seven CRM makes a substantial contribution towards increasing the data quality in update.seven CRM, since it enables the productive capacity of the CRM to be utilized in full.

1. Provisions

-  Prevention of added costs and damage to the image which can be caused by incorrect addresses and dead letters.
-  Prevention of duplicates in contact data which undermine the objective target and mode of operation of a CRM system, because different information on the same customer in various data records counteracts the goal of a complete, single 360° view of sales, marketing, professional services and the help desk. The efficient overall use of the CRM system is thereby inhibited.
-  High-speed access and error-tolerant searching for information in the update.seven CRM system. Care during data entry is guaranteed and promoted by fast processing times. The status quo of the customer data in the CRM system therefore remains at a high level in the long-term.

2. Advantages

-  Guaranteed high quality of the data in the update.seven CRM system
-  Highly efficient sales and marketing processes
-  Increased customer satisfaction and stronger ties with the customer
-  Motivated employees who outwardly represent the quality demands of the company with regard to customer contact through a well maintained CRM system

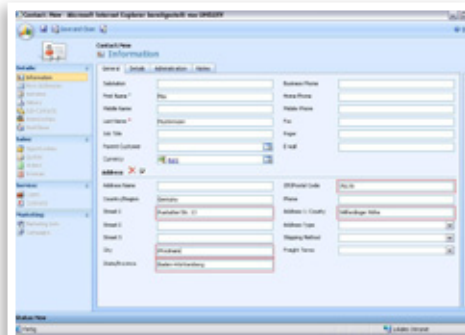
3. Functions

The Uniserv Data Quality Connector provides routines for increasing and securing the data quality in update.seven CRM:

- **CUSTOMER DATA SEARCHING WITH AN OPTIMUM QUALITY LEVEL**
- **ENTRY AND CHANGE OF CUSTOMER DATA**

The quality assurance functions are used as required, either separately or in combination. These quality assurance functions enable the following:

➤ **VALIDATION AND, IF REQUIRED, CORRECTION OF THE ADDRESS:**



▲ Address correction directly in the update.seven system

Validation, standardization and correction of addresses as they are entered (real-time)

Automatically generated select list of the possible address candidates after the input of an ambiguous address

Enhancement with additional address elements

Automatic validation of postal correctness without an „extra click“

➤ **CHECK FOR POSSIBLE DUPLICATES**

Rapid error-tolerant and individually parameterizable check for possible duplicates - directly during saving

Duplicate recognition is automatically started for each new entry or change of an account

The duplicate candidates are error-tolerantly compared with each other in the duplicate matching

If a duplicate is suspected, a list of possible duplicates is generated. After selection, the user goes directly to the change dialog. Data cleansing cases can also be created in the duplicate dialog.



▲ Duplicate finding directly in the update.seven system

4. Technical requirements

The following software must be installed before the Data Quality Connector Real-Time update.seven is installed:

➤ update.seven web version 7.0.5.35. The client-side and server-side programming has only been tested and released for update.seven web version 7.0.5.35

➤ The Uniserv-Software for postal validation:

the International Postal Framework add-on (IPF in the following)

the postal validation system post (must be individually installed for each country).

Uniserv GmbH

Rastatter Straße 13 • 75179 Pforzheim • T +49 7231 936-0 •
 F +49 7231 936-3002 • E info@uniserv.com • www.uniserv.com
 © Copyright Uniserv • Pforzheim • All rights reserved.