

International Suppression as a service

Manage accurate international contact data

Reduce business expenditure and improve customer perception

Allow for clearer decision making

The ability to manage accurate international contact data means organisations operating globally, or those looking to expand their current operations abroad, can be confident in the accuracy of the contact data they collect and store.

There are many different reasons why you may need accurate international data. You may be looking to grow on an international scale and want a data quality solution that will grow with you. Alternatively you may already operate worldwide and require a solution that will ensure customer, employee and supplier contact details are correct regardless of the country they are located in.

Consider the implications of incorrect data including missed deliveries, website drop-offs and missed marketing opportunities and it becomes clear that any comprehensive data strategy should account for international customers.

Managing international data quality to the same standard as UK data becomes all the more important with increased cross border data regulation and when you consider the impact it can have as organisations build reputation in new territories.

International Suppression

International Suppression is a tailored service designed to highlight those customers from outside of the UK that have moved away or are deceased from over 16 countries. For the majority we can also provide a forwarding address where customers have moved house and registered their new address to improve and uplift the quality of your data.

Tailored Service

Our Suppression service is designed to take the pain out of data quality. Simply provide us with the data files your business would like to clean, we will then run an international data quality audit on your records and supply you with a comprehensive report that showcases the number of inaccurate records.

Business Benefits

Reduced Expenditure

According to organisations, an average of 23% of revenue is wasted as a result of poor quality contact data¹, demonstrating that data accuracy and updating records is essential. Businesses can reduce expenditure and improve ROI from more effective marketing campaigns; reconnecting with lost customers via their new address and reducing the likelihood of orders going missing or being delayed.

Customer Perception

Increase your brand perception and customer loyalty with high quality address data. By ensuring you maintain a single customer view, removing mortalities & updating customer addresses you can reduce the number of complaints resulting from inaccurate data such as missed deliveries or upsetting the recently bereaved. On-going suppression will protect your brand reputation as well as the security of your customers' identities.

Improved decision making

Intelligent business decisions can only be made if your organisation can ensure a single view of existing or prospective customers. By suppressing your international contact details you can have confidence that a business decision is based on accurate information.

Dedicated consultant

International suppression is available as a bureau service. Your dedicated consultant will analyse and suppress your international data to ensure your data quality needs are fully met. You will also be provided with a report that shows an impartial assessment of the suppressed data.

International Suppression countries include:



Netherlands



Germany



Ireland



France



Switzerland



Spain



Canada



Austria



UK



Australia



USA

Product Sheet

International Suppression as a service

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