GBG Loqate

Service Definition for Loqate Data Quality Services - Data Maintenance

G-Cloud 15

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The Product

Loqate Data Quality Services - Data Maintenance will enhance the value of your customer data.

Unchecked data decays by 20% every year, eroding your campaign performance, operational efficiency and even customer trust. But you can clean and enrich your data with regular data maintenance, enabling your business to boost ROI and reduce waste.

Loqate Data Quality Services - Data Maintenance is our data cleansing service that will help customers connect with the right person, with the right message, at the right time through maintaining data quality.

Improve data accuracy
Leveraging additional data sets - such as UDPRN - and validating email addresses and mobile numbers will improve the quality and accuracy of your customer data.

Grow your business
With a single customer view, you can better personalise and target messages to a customer to generate and measure more ROI.

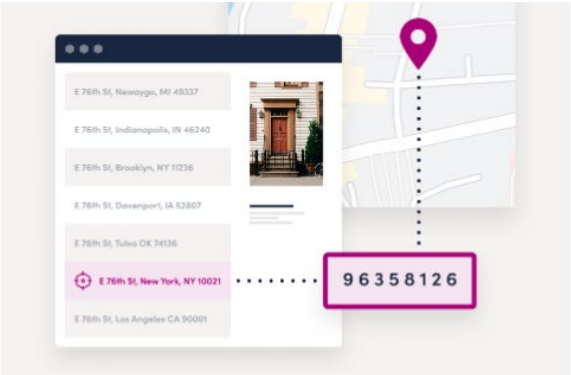
Be fully compliant
By cleansing your data regularly, adhering to GDPR and other compliance requirements is easier.

Through data independence, more data sources and better validation technology, Loqate Data Quality Services will help you maintain contact with MORE of your customers. As well as address, email and phone validation, we are also able to append various other data sources to improve your customer data quality.

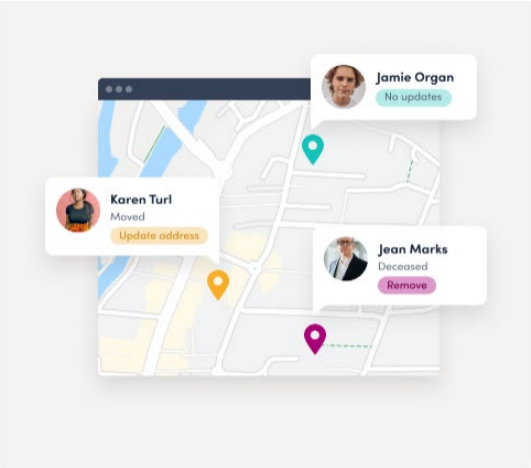
UDPRN Append

Better manage your data by assigning a Unique Delivery Point Reference Number to your customer data. Improve delivery efficiencies, identify duplicate accounts, and unlock key customer insights.

Find out more



CLASSIFICATION



Mortality Screening

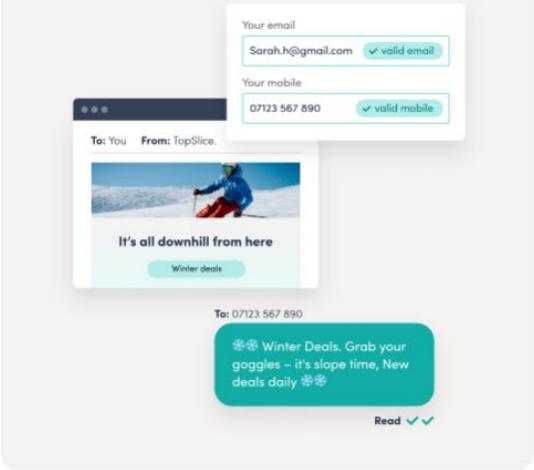
Sensitively suppress outbound communications when your customers have passed away by screening your database against trusted mortality databases.

Find out more

Email and Mobile Validation

Ensure that you can communicate with your customers on their preferred channel by validating their email and mobile numbers.

Find out more



Licensing Options

We can offer both annual recurring licenses on a subscription basis and one-off jobs that are priced based on the requirement. Contact us for more detail.

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