WinPure™
FOR SPORT

Address Verification Provided Significant Cost Saving

ENGLAND HOCKEY

COMPANY PROFILE

England Hockey is the national governing body for the sport of field hockey in England. It is responsible for the management and development of the sport from grassroots to elite activities. England Hockey is affiliated to the European Hockey Federation and International Hockey Federation. It runs a number of competitions, including the English Hockey League.

DATA QUALITY CHALLENGE

England Hockey have a CRM database containing over 162,000 addresses dating back over ten years, entered by both staff and customers (via a web portal) with no address verification / formatting. Consequently, address formats varied and the same address often existed in several different formats. Also, duplicate records were not being spotted and this was causing multiple mailings going out to the same people.

Their primary requirement was for a system that could cleanse their address data and reformat it all in a consistent format, so that the CRM system's de-duplication functionality could work effectively. As Graham Royle, IT & Business Systems Manager pointed out "We needed a solution that could carry this out on an ongoing basis, rather than as a one-off exercise via a bureau, We required a tool which would automatically clean, correct and standardize all our address data in one single run. This solution would need to run locally on a computer at our office, rather than via a web service which would require us to upload data to a website."
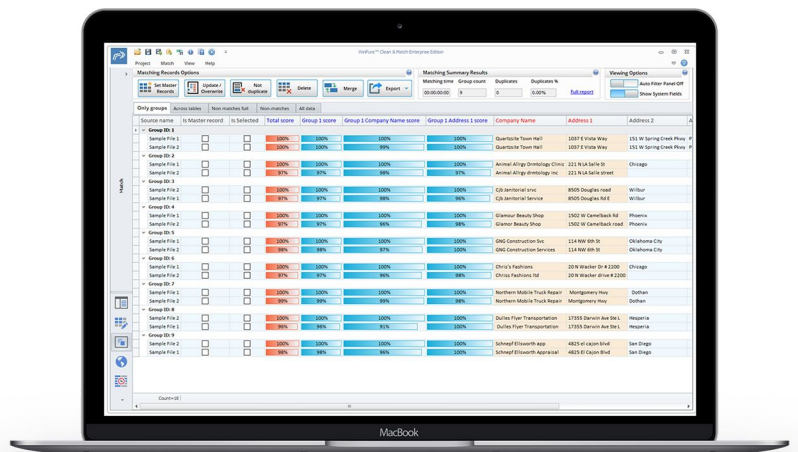
WINPURE SOLUTION

After considering a few other data quality tools, England Hockey choose WinPure's Clean & Match Enterprise with Address Verification on the basis of value for money and its user friendly interface and fast processing. It provided the platform to automatically correct and standardize all their mailing address data in one batch processing.

WinPure Clean & Match Enterprise also helped to identify more duplicate matches from the CRM system's module, allowing them to merge large numbers of duplicate records that had been on the system for a long time. This increased staff confidence in the system, and reduced the time and effort involved in identifying and merging duplicates manually. With GDPR now in effect, the product has helped them to ensure that their data is accurate.

BENEFITS

- World-Class Data Matching – England Hockey were able to match & merge their staff and customer data more quickly and more efficiently.

- Address Verification – returns from their magazine mailings have reduced from nearly 10% to under 1%.

> " *We can definitely recommend WinPure Clean & Match Enterprise with Address Verification. It vastly improved the quality of our data, leading to less returns on mailings we send out – returns from our magazine mailings have reduced from nearly 10% to under 1% - what more can I say?*

WHY **WINPURE**

WinPure is a global data quality software company dedicated to helping business users within the sport industry get the most out of their data through data cleaning, matching and enrichment tools.

Accurate customer contact data allows you to provide the best support and service available, and WinPure's award-winning Clean & Match software is the tool that can help with that.

Highly rated worldwide, sold over 50 countries across the globe

5 Star customer reviews from Trustpilot & G2 Crowd

Trusted and Reliable with 15 years in the industry

Tailored business solutions customized to your needs

SOME OTHER SPORT CUSTOMERS

WEST HAM UNITED · BOSTON CELTICS · CARLISLE UNITED FOOTBALL CLUB · AMERICAN CYCLE AND FITNESS · NORTH MELBOURNE

WP WinPure™

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