

Resources - Data Collection Service

Non-Machine Readable Formats (Data Entry)

Typical non-machine readable formats are coupons, order cards, rebate forms, warranty cards and other documents, which must be handwritten by the prospect or customer. Computers are unable to read handwritten data at an acceptable level of accuracy. Access CRM staff manually enters the data into a Batch Control System where it is converted into a machine-readable format.

The Batch Control System was developed to ensure accuracy of data entry. The system is designed to eliminate discrepancies between data going in and data coming out. Essential to this process is the ability to gang information that is the same for each record at the batch level and to enter the information automatically for the batch. The process eliminates redundant keying which results in greater accuracy and reduced data entry time.

The number of records, and any other valued information such as dollar amounts, is reconciled after the batch is keyed in. The system pinpoints discrepancies and prompts the staff to take corrective action, thereby ensuring accurate data conversion to a machine-readable format.

It is because data is entered and reconciled by batch that Access CRM can staff appropriately to process your data quickly and accurately.

Machine-Readable Formats (Data Migration)

Clients may receive machine-readable data from a variety of sources, including legacy systems as well as data files collected from the Internet and other digital sources. Access CRM converts diverse data files into a single standard format as originally specified by the client.

Entries from all sources are matched to ensure there are no duplicates. When duplicates occur, the conversion process updates records by replacing older data with newer data and appends data fields not yet in the record.

New Data

All new data is subject to the same processing methods described above. Data is accurately counted, profiled and reconciled through the Access CRM batch system or with a client-supplied count.

New data is incorporated into the database at intervals agreed to by the client. The database identifies each batch number, source code and cycle number, guaranteeing all records are accurately accounted for. Clients receive a profile count of the database each time it is updated.

Data Editing and Enhancement

Tables are used to edit and expand fields as necessary, reducing processing time. We work with clients' existing technology to extrapolate and convert data to tables. Specifically, we search legacy systems for existing data that is relevant to meet business objectives and support marketing efforts. The data is then used in reference tables to edit or expand records and Linux.