

# DATAFIX



“ the data management suite for data cleansing, de-duplication and householding ”

*Maximise your returns by minimizing wastage through targeted contacts*

*Ensure improved quality of contact for strategic decision making*

*Help convert your valuable customer data into a corporate asset*

## FEATURES

- Enables single window view of your customer
- Uses intelligent customer information cleansing tools
- Allows access to updated and relevant masters for fine-tuned cleansing
- Works with user specific, rule based deduplication and householding tools
- Integrates interactive and manual processes to make data outputs more precise and relevant
- Works with databases stored in any format



**SPECTRUM BUSINESS SUPPORT LTD.**

# Why DATAFIX

Information quality directly affects the effectiveness and efficiency of business processes and plays a major role in customer satisfaction. The ability to access customer data quickly and comprehensively is one of the most important requirements for establishing a relationship between an organization its customers.

Relationship marketing has become a commonly accepted and valued concept in most major retail or consumer businesses. Before any data can be actually used for any acquisition, cross-sell or deepening activity it is imperative that the data be cleansed and formatted in a manner that all similar records of individuals (both on existing as well as external lists) can be identified and purged or grouped together.

Almost any list of names and addresses contain duplicate entries. Frequently, data from different sources are either different in form or simply wrong due to data entry errors.

Datafix offers two modules, which can help your organization, turn customer information into knowledge and knowledge into competitive advantage.

**SCRUBBIX**  
The Intelligent  
Customer Information  
Cleansing System



**DEDUPLIX**  
The Data Deduplication  
and Householding System

Both these systems are menu driven with context sensitive help always at hand. While data cleansing is mainly a manual or a semi-automated process deduplication is a largely automated one.

## Benefits

### Targetting

Reducing wastage of direct marketing efforts (mailing and telecalling)

Increasing response rates through focused and targeted customer contacts and elimination of duplicates

Improving quality of communication through correct salutation and precise addressing

### Householding

Identifying households of individuals having similar or near similar addresses

Helps develop reward models to identify households for increasing product depth

### Micro-marketing

Identifying areas/roads or pincodes showing trends in product purchase or usage or default rate

Visual analysis through mapping using GIS software for identifying potential locations for new sales outlets, ATM's etc

Spectrum Business Support Ltd. has an alliance with I-Flex Solutions Ltd. for the incorporation of DeDuplix as part of their Flexcube Information Centre datawarehousing solution



Some of our esteemed clients for our Database Management Products include HDFC Bank Ltd., ICICI Ltd., NSDL and Standard Chartered Bank.

Our clients for our other Knowledge Management and Information Retrieval Products include well known CA and Law Firms, High Courts, Government Departments and Quasi-Judicial Bodies as well as leading MNC's, Consultancy Firms, Indian and Foreign Banks and Financial Institutions.

We also have a technical alliance with Indian Institute of Technology, Mumbai.



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