About Ent-Vision

Ent-Vision is Asia's next generation Database Wellness Solution aimed at delivering high quality enterprise data services. It harnesses Big Data technology to enable you to build enterprise insights.
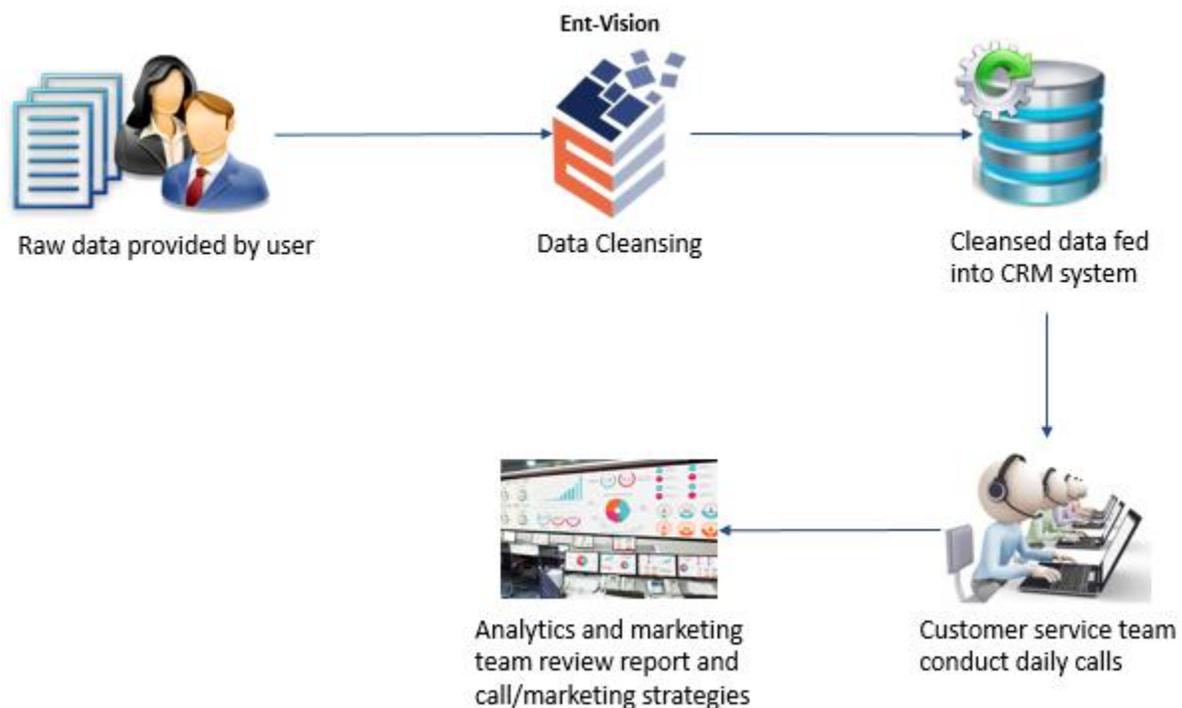
Data Cleansing

Inconsistencies in data entry can result in unwieldy databases with a huge collection of unique company names and other free-text data values. Free-text fields such as Industry can also create challenges in data analysis and customer segmentation.

Ent-Vision Data Cleansing takes care of your unstandardised and dirty data. It standardises free-text fields into a set of consistent lookups. With our 15 levels of name matching rules with varying matching confidence, we identify and remove up to 95% of duplicates in your database.

Classic Application - Customer Service Center

In an Ent-Vision supported customer service centre setting, raw data generated from multiple sources is cleansed before it goes into the CRM system. **Data Cleansing** identifies and removes company and contact duplicates. This allows you to avoid inadvertent overlaps in customer outreach efforts, such as customers receiving the same call twice from different agents.

Ent-Vision

Raw data provided by user → Data Cleansing → Cleansed data fed into CRM system → Customer service team conduct daily calls → Analytics and marketing team review report and call/marketing strategies

Key Features of Ent-Vision Data Cleansing

1. Data Deduplication

- ✓ Identify possible account, lead or contact duplicates

Example of Duplicated Company Name

Company Name
AP Link Pte Ltd
AP Link Private Limited - HQ
AP Link P/L
AP Link
AP Link (SG) Pte. Ltd.
AP Links Pte Ltd

2. Data Standardisation
- ✓ Standardise inconsistently formatted or free-text data
- ✓ System mapping of data fields to standard lookup list

Example of Job Title Standardisation

	Free-Text Entry	Mapped Job Title	
	Job Title	Job Level	Department
90,000+ free-text job titles	Director of Marketing	Director - Non-Technical	Marketing
	Mktg. Dir.		
	Director (Marketing Dept)		
	PA to Director	Other - Non-Technical	Others
	...	...	...
	IT Executive	Other - Technical	Information Systems/Technology

90,000+ free-text job titles → 11 job levels & 16 departments

3. Data Matching & Merging:
- ✓ **Data Matching:** Match data by Ent-Vision's 15 levels of fuzzy matching rules
- ✓ **Data Merging:** Merge contact information in accordance with business methodology and pre-defined merging rules

Sample Input

Company Name	Address	Last Modified Date
AP Link Pte Ltd	8 Ubi Road 2	12-Feb-2015
AP Link P/L	Zervex Building 8 Ubi Road 2	14-Dec-2015
AP Link Pte. Ltd	8 Ubi Road 2 Zervex, #04-09, Singapore 408538	01-Apr-2016

Sample Merging Rule:
Address is merged based on (Latest) Last Modified Date

Sample Output

Company Name	Address
AP Link Pte Ltd	8 Ubi Road 2 Zervex, #04-09, Singapore 408538

Benefits

1. **Improved Customer Segmentation**
   More business opportunities are created when you directly engage the right decision makers or target verticals. Ent-Vision automated data standardization allows you to better understand your customers' profiles and segment them according to role and seniority. This allows you to maximize your marketing dollars on targeted campaigns by sending the right messages to the right people.

2. **Cost and Time-Effective**
   Compared to manual data cleansing, Ent-Vision's automated data cleansing solutions can deliver cost savings of at least 30%. Delivery lead time is also significantly shortened to 2 - 4 weeks.

   Besides substantial cost and time-savings, Ent Vision Data Cleansing also minimizes the human error that is common in manual deduplication. In turn, you can expect more accurate and meaningful CRM reports and analysis.

3. **More Incisive Internal Enterprise Insights**
   Understanding and improving the quality of data in your company database is the first step to developing actionable insights from your own data. Ent-Vision Data Cleansing will provide you not only with the standardised and cleansed data, but also report detailing the data gaps and our recommendations.

Call us now at (65) 6872 0101 for a no obligation discussion.