

## Advanced Services for Customer Data Management

### DEALERSHIP AREA

CRM

### ISSUES

Customer Data Hygiene

Effective Customer  
Communications

Marketing Optimization

To properly manage marketing activities Dealers must comply with various Federal and state regulatory requirements, including the FTC "Do Not Call" mandates

Practically every revenue generating function within your dealership relies in some way on customer or prospect data. The productivity of your employees, the profitability of your customer relationships and the quality of your business decisions are all driven by your data.

Over time, multiple lines of business and multiple systems capture highly varied versions of the name and address of a single customer. Every day, some portion of your valued customer base moves or gets married or experiences some sort of lifestyle change. These situations and events conspire against you and your ability to effectively market to your customers and prospects. A comprehensive customer data management strategy must offer solutions for accurate and consistent customer data.

### Federal and State Regulatory Requirements

A successful data management strategy must also be supportive of a host of legislative and regulatory mandates including the FTC "Do Not Call" regulation. It is imperative for proper management of sales and marketing activities, particularly those that include phone contact, for you to know which of your customers and/or prospects have registered with lists, which may restrict your ability to contact them.

### Comprehensive Data Management Solution

ADP's DataFresh service can play a vital role in any successful data management strategy with processes that significantly improve the efficiency of your dealership operations. DataFresh features superior address hygiene and record matching enabled by Acxiom's BestAddress®, ChangePlus® and AbiliTec® services. Through Acxiom, DataFresh updates customer and prospect records with "flags" that identify customers who have indicated preferences for how they wish to be contacted, including "Do Not Call" flags.

DataFresh provides key services to help you better leverage one of your most important business assets, your customer data :

- Fully automated, and totally integrated to your ADP DMS and CRM systems
- Corrects, updates and qualifies address records, and tracks customer moves
- Provides and appends information that can help dealers fulfill certain regulatory obligations regarding customer and prospect contact including FTC and State Attorney General "Do Not Call" flags



## Key Ways Datafresh Helps You Better Manage Your Customer Data:

ACXIOM SERVICES FACILITATED BY DATAFRESH	DESCRIPTION	BENEFITS
<b>Suppression Processing</b>	Provides the tools to honor customer privacy and “do not solicit” requests by presenting “opt-out” phone, email and mail flags as part of the customer record	Helps fulfill compliance regulations, especially FTC “Do Not Call” requirements
<b>Customer Move Tracking</b>	Applies superior technology to track customer move information and automatically updates the customer record	Aids in the processing of warranty and transactional information for customers who have moved. Helps you know if valued customers moved down the street or are no longer within a feasible service area
<b>Advanced Hygiene Capabilities and Mail Delivery Scores</b>	Applies address cleansing technology to significantly improve customer address information, even when entered incorrectly by dealer employees	Improves effectiveness of business mail processes and dramatically improves the effectiveness of any mail marketing campaigns
<b>Superior Record Identification</b>	Unique customer identification capabilities permeate ADP applications and services, streamlining multiple operations	Provides more precise duplicate management and more efficient processes throughout the organization

Powered by **ACXIOM**<sup>®</sup>

To learn more about ADP’s **DataFresh** and other services that can help you develop a superior data management strategy, call (800) 955.8705 or visit us at DealerSuite.com.

