

STAR #5 – Company Data Cleansing

Situation

Company CRM data needs cleaning as records are very out of date.

Task

Design an application to send a templated email to all clients in the database asking them to log in and update their details.

The client can either confirm that their details are correct, update the details or remove the details from the database.

Action

Send an email containing a link to a website where the client's information is retrieved from the database (removing the client's ID from the querystring to prevent anyone from trying to access any other account details).

Record dates and times of visits and updates to enable a follow-up request to those who have either not visited the site or visited the site but didn't update their details.

Result

Success - outstanding response with hundreds of client details being updated.