



Case Study

BMW Australia

TotalCheck keeps
BMW's customer
database on track



Background

As a leader in the Australian premium automotive market, BMW Group Australia Ltd is firmly committed to achieving excellence in every field. Their sophisticated customer relationship management program captures data from multiple sources including dealerships, online, call centres, SMS and direct marketing.

Looking to improve the overall quality of this vast customer database, BMW contacted Sensis Data Solutions who have been helping Australia's automotive industry manage customer data for more than 15 years.



Problem

With such an extensive database and data collected from a variety of sources, it was hard for BMW to stay on top of their data's validity and currency. With Sensis Data Solutions' help, BMW wanted to:

- Reduce costs connected to customer and prospect data collection
- Shorten the turn-around time needed for batch data cleansing
- Stop mail being returned during marketing campaigns
- Manage loyalty programs more efficiently



Solution

After investigating other address validation products, BMW chose Sensis Data Solution's award-winning TotalCheck because of its rich data sources and, especially crucial, address and telephone number information.

Along with the power of the White Pages and Yellow Pages and Australia Post's Postal Address File (PAF), TotalCheck references a market-leading range of data sources to significantly improve the quality of customer and prospect data while reducing operating costs by checking details in real-time.

This live validation also appealed to BMW from a customer perspective, with TotalCheck's predictive name and address search capability reducing the number of keystrokes required to accurately complete customer faced web forms, creating a experience that complements BMW's reputation for customer excellence.

TotalCheck was seamlessly integrated into BMW's website, call centre and dealership front-end systems, resulting in an end-to-end data capture solution that delivers tangible benefits to the business including:

- Improved accuracy of customer contact data
- Reducing the costs connected to returned mail and wrong numbers
- More information/fewer errors
- Improved handling time with customer contact information verified in seconds not minutes

"We chose TotalCheck over its competitors because the combination of postal address file and White Pages data makes it the most comprehensive solution in the market."

Stuart Jaffray,
Marketing Solutions Manager – BMW



TotalCheck can reduce your operating costs and grow your marketing opportunities, [find out how.](#)



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To find out how TotalCheck can make a difference to your business, simply get in touch
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