



Case Study

Pentana

Car dealerships rely
on clean data to
boost their profits



Background

Pentana Solutions provides automotive software to more than 70% of Australia's car dealerships. With dealerships entering a constant flow of customer details into Pentana Solutions' software systems, Sensis Data Solutions' TotalCheck integrates into this software to ensure the data is correct.



Problem

Although direct marketing is a major sales tactic for car dealerships, sales staff don't always have the time to double check their customer's details. This can lead to a misuse of marketing dollars, with time and materials being wasted on invalid points of contact. It's also harder for billing information to reach the right person – another important source of revenue.



Solution

To eliminate incorrect data entry, Pentana Solutions offer clients the TotalCheck live data validation tool as part of their software integration. With over 80% of Pentana Solutions' customers including TotalCheck in their software packages, car dealerships understand the importance clean data has on their marketing ROI. As Pentana Solutions General Manager, Kim Wilson says, "Quite simply, the more customers you can reach, the more you get through the door, the more vehicles you sell."

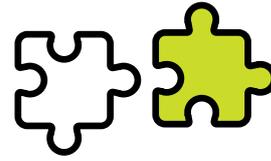
Pentana Solutions customers can choose from simple live address validation via DPID or the more comprehensive live name, address and email validation. Although Pentana Solutions are effectively reselling the Sensis validation service, they choose to highlight the Sensis name. "As a trusted Australian brand, it makes sense for us to let our customers know that they're purchasing a quality product when they opt for data validation," says Kim.

The Sensis brand also appealed to Pentana Solutions when they were looking at various data validation service providers. "We wanted to partner with an experienced, established local, who understood our market and had access to a rich and reliable range of Australian data sources. Sensis matched this criteria," says Kim. "In addition to this, TotalCheck is user friendly, delivers instant results and is one of the easiest products to install."

Both reliable and innovative, TotalCheck is an intelligent approach to data validation, unmatched in many areas. "I was very pleasantly surprised to see the extent of the TotalCheck email validation service. It's far better than the competitors'," says Kim. "In fact I'm still catching up on the range of services Sensis Data Solutions offer. They're definitely front of the curve in the data validation market."

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Kim Wilson, General Manager – Pentana Solutions



More than TotalCheck

Although TotalCheck is Pentana Solutions' everyday data validation tool, they also offer customers an equally important Sensis Data Solutions product – MacroMatch. Washing data in large batches, MacroMatch identifies invalid details then updates and adds to as many of these missing fields as possible.

As we know, customer databases can outdate very quickly. Car dealerships use MacroMatch when they have acquired a new dealership and therefore a new customer database, because as Kim says, "No matter what system they've been using, there will be duplicates or corrupt data in their CRM."

With car dealerships savvy to the benefits of data validation, TotalCheck and MacroMatch are an integral component to Pentana Solutions' software products. Easy to integrate, reliable and fast, Sensis offer simple and smart data solutions that can make a big difference to customer communication.



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

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