



COLD CALL CUSTOMER DATABASE TO UPDATE KEY FIELDS

Case Study: Staff Support Services – Textile Supplier

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A diverse national supplier of commercial and industrial textiles required the support of RGIS. Over many years, the textile supplier has established a solid and reputable network of trading partners from around the world. These suppliers provide the comprehensive portfolio of products currently available and each product has been put through rigorous testing to ensure performance, longevity and customer satisfaction.



REQUIREMENT

The supplier of commercial and industrial textiles needed a solution to **accurately update their customer database with correct accurate information**, so required RGIS to provide the following:

- Update a database of approximately **6,000 current and potential customers**
- To make contact with these customers to **update key fields** including delivery address, finance email address, their business relationship with the textile supplier and e-marketing preferences
- At the end of the project, the textile supplier wanted an **updated copy of the database** that could be used going forward



SOLUTION

The supplier of commercial and industrial textiles partnered with RGIS to complete the **customer database update project**, and RGIS provided the following:

- RGIS recommended that the textile supplier provide a list of 250 contacts from their database that could be contacted and to collect the required information from. RGIS was then able to **estimate an average call time** and prepare a quote to complete 6,000 calls
- The textile supplier wanted the project completed in a **six week period**, so once average call times were known, RGIS put together a team of **three experienced auditors to complete all calls**
- The textile supplier provided a full list of their **customer database in Excel**
- A script of what to say whilst on the phone was pre-prepared for the team to gather all the information required



RESULTS

The supplier of commercial and industrial textiles found by outsourcing the **customer database update project** to RGIS, the following results were achieved:

- There were **6,146 contact cards**
- 3,169 individual customers were **contacted and information updated**
- 724 had no contact details available and 2,253 were duplicate entries
- **4,569 calls were made** (including re-dials for non-answering contacts)
- RGIS provided the completed data to the textile supplier in the **agreed time frame** and they were **happy with the results of the project**



By partnering with RGIS, the textile supplier had **3,169 individual customers contacted and information updated** in an agreed time frame to the scope required



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Cold Calling Customers



Information Gathering



Accurate Data



Detailed Reporting



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