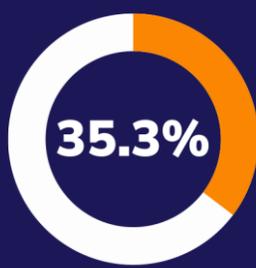


## DATA CLEANSING DMS UPDATES

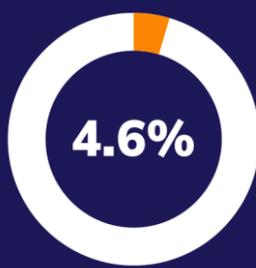
Quality, clean data is pivotal to the success of any CRM and marketing activity to ensure dealers contact the right people, at the right time. Driving operational efficiency by maximising both marketing and outbound calling efforts.

## 40.5% OF DATA IS INACCURATE

Based on our own analysis of customer records held by UK franchised retailers, on average 40.5% of 'keeper details' are inaccurate.



CHANGED OWNERSHIP



SCRAPPED



STOLEN

Based on a sample size of 1,250,830 records audited between December 2023 and June 2024

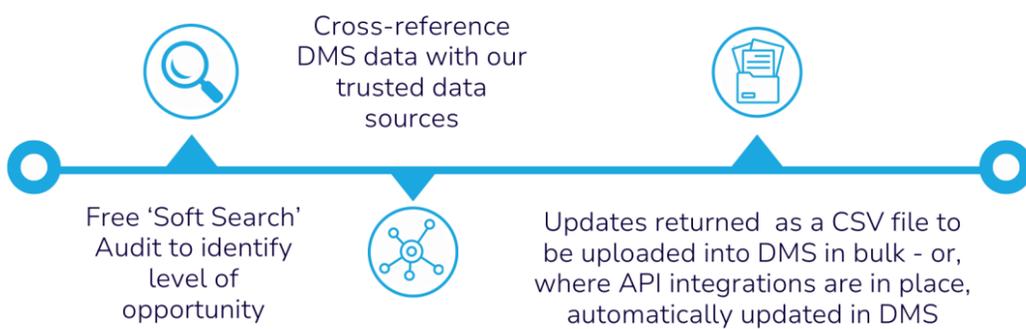
## WHY CLEANSING YOUR DATA?

- ✓ Maximise outbound marketing and call activity
- ✓ Reach the right customers at the right time
- ✓ Drive conversion rates and revenue opportunities

## UNCLEANSING DATA COULD BE COSTING YOU £9 PER INCORRECT RECORD

Based on a contact centre average cost of £3.60 per outbound call with 2.5x attempts to reach each customer

## HOW DOES IT WORK?



### DATA PROVIDERS

We are partnered with Auto Data Solutions and UK Vehicle Data, who combine records from several top-tier providers, such as:

- DVLA
- DVSA / VOSA
- Experian Automotive
- The Association of British Insurers
- Police National Computer
- VDI Valuations
- UK Finance companies

### KEYLOOP INTEGRATION

- ✂ Change of Keeper / Detachment
- ✉ Marketing Preferences
- 📅 MOT Dates

**Keyloop Partner Programme** certified to update information directly in your Keyloop DMS - Drive and Rev8.

## REQUEST A FREE NO-OBLIGATION DATA AUDIT

☎ 01892 599 911

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Marketing Delivery

VoiceBox