Harvey Nichols

Founded as a linen shop in 1813, Harvey Nichols now offers many of the world's most prestigious womenswear, menswear, accessories, beauty, and food brands from its flagship store in London and stores in Dublin, Manchester, Leeds, Edinburgh, Birmingham, the Middle East, Turkey and Hong Kong.

The Problem

Harvey Nichols wanted to merge data from seven disparate data sources into a Pivotal/Market First CRM system to create a single shopper view for marketing and e-marketing purposes. Once they had attained a single customer view, the data then had to be kept in sync thereafter, involving constant cross-matching, updating and point of entry validation.

The Solution

DQ Global initially provided a data bureau service, using Match de-duplication software to merge and de-duplicate the data into a single data set. Then, using Authentic8 address correction software, they then applied address correction and post code validation in up to 230 countries. Deceased and gone-away records were then suppressed to ensure the resulting database was not only duplicate-free, but also contained valid address information which could be used for mailings.

Business Needs:

Single Customer View

DQ Global Solution:

Match Deduplication and Authentic8 Address Correction

Business Benefits:

Duplicate free database with valid address details

Single customer view leading to improved marketing communications

The process involved defining complex rules around preserving the master and duplicate record IDs so that all sales transactions linked to any duplicates could be re-assigned to the surviving perfect master record, including opt in and opt out clashes where a pair of records may have conflicting information.

The final relational data set wsas then provided in readiness for import into the specific Pivotal structure to be aligned with the transactional data from the epos trading systems.

Results

After a few technical trials and tribulations along the way Harvey Nichols were able to launch a new in-store CRM and e-marketing system which delivers better customer service, improves marketing communications and delivers a single shopper view for better targeting based on a real understanding of the transactional history in their CRM master data system.

DQ Global also supplied Match and Authentic8 software to enable Harvey Nichols to continue to maintain the accuracy of their data.

Hilda Jenkins, Harvey Nichols' CRM Project Manager, was delighted with the result. She says,

"We wanted to create a single customer view of our corporate data from which we could market to our customer with. We needed high quality reliable data as our customer base is from the luxury high end customer sector. It was required to get rid of duplicates, cleanse and enhance our data and we wanted a software that allowed us to do this in-house.

DQ Global provided us with an excellent solution that has enabled us to achieve our business needs, no matter how challenging the data issues, the software has proven flexible and powerful to meet these needs.

We found DQ Global's team professional, helpful and supportive to work with and we continue to rely on their expertise to keep our data accurate."

"DQ Global provided us with an excellent solution that has enabled us to achieve our business needs, no matter how challenging the data issues, the software has proven flexible and powerful to meet these needs. We found DQ Global's team professional, helpful and supportive to work with and we continue to rely on their expertise to keep our data accurate."

Hilda Jenkins
Senior Business Systems Analyst
Harvey Nichols

DQ Global
Urban House
E2 Fareham Heights
Fareham
Hampshire
PO16 8XT

Tel: +44 (0)23 9298 8303
Fax: +44 (0)23 9298 8302

www.dqglobal.com

Product Range includes:

- Match
- DedupeExpress
- Dedupe4Excel
- Cleanse for Saleslogix
  Capture for Saleslogix
- Authentic8

© 2008 DQ Global

DQ Global
Making data fit for business