



## **Orchestrating a quality data solution**

### **The challenge**

New Zealand Symphony Orchestra (NZSO) is a nationwide touring orchestra with an extensive database that includes single concert buyers and symphony season subscribers. NZSO mail to these people many times a year, so it was important to their organisation that their data was accurate and up to SendRight™ standards, so that they could keep advising customers of upcoming events.

Much of their data was sourced from ticket providers such as TicketDirect and Ticketek. While the quality of the content was reasonably good, the varying ways data was being captured and lack of point of entry tools meant that each provider had entered their data slightly differently, so the formatting differed considerably across the database.

### **The solution**

AddressWorks carried out a standardised clean for NZSO and worked with them to customise a solution to handle their specific file formatting. Data formats can either be unstructured, ie: all left aligned, or in a structured format with data in fixed field formats.

The solution not only consisted of the standard cleaning and address matching against the NZ Post PAF file, it also saw the NZSO data retaining a hybrid of structured and unstructured data, as the customer required to match back into their CRM system.

### **The result**

Following this project, NZSO's data received a Statement of Accuracy of 85.8%, allowing NZSO to qualify for the maximum bulk mail discounts available from NZ Post.

NZSO were happy with this result, knowing the formatting issues have largely been remedied and now also having systems in place to ensure new data is entered correctly.

NZSO are looking forward to the other business benefits of increased data quality, specifically a reduced incidence of 'return to sender' mail, which all come at a cost to the organisation. It also means they can continue to successfully market to people who have purchased NZSO tickets previously and in this way build loyalty, and encourage repeat business.