



TELECOM CASE STUDY

Marketing

A major insurance company needed help in Direct Marketing - Building of Master prospect data.

Client Pain Points

- There was no system in place
- Could not be implemented due to performance issues
- Agents giving duplicate data
- Multiple calls to the same customer
- No clear idea of the customer profile

Solution Implemented

- End to end solution developed on PrimeMatch right from uploading of marketing list to the clustering and building of master prospect data.
- Dynamic configuration of matching rules / weightages to suit underlying data quality.

The Posidex Edge

- Very fast implementation of master prospect data giving complete profile of the information of the prospect.
- Savings in costs for marketing campaigns and vast opportunities for cross selling.

For more information:
<http://www.posidex.com>