

Uniserv solutions for Loyalty Partner for PAYBACK now active in a Siebel® environment



GOOD BECAUSE WE HAVE EXPERIENCE

Address management converted from Oracle® to Siebel® / data quality solutions from Uniserv secure the quality of millions of addresses / processes are stable, performant and fully developed

The bonus programme PAYBACK operated by the Munich-based Loyalty Partner GmbH has become Germany's largest and most successful customer bonding programme since its launch in 2000. In addition to other factors, this success manifests itself above all in the list of extremely wellknown partner companies such as ARAL, Galeria Kaufhof, real,- and WMF, as well as in a customer database, which in the meantime comprises address data records in the two digit million range. The addresses were previously administered in an Oracle® database. However, this Oracle® environment was increasingly reaching its limits as a result of the enormous number of data records as well as an annual increase in the number of addresses of approximately 10 percent. This became apparent e.g. in the poor performance in the processing of the daily volume of data. As a consequence, a migration from Oracle® to Siebel® was carried out. With regard to the quality of the address data within the new architecture, Loyalty Partner again put its faith in the data quality solutions of Uniserv.

In addition to the poor performance and instabilities, there were other important reasons which necessitated a changeover against the background of the planned growth and the associated increase in the data volume. The requirement for the implementation of more complex and more efficient process structures – e.g. covering all aspects of POS terminals – as well as the use of new future-oriented technologies such as Web Methods should be mentioned here, in particular. The stated objective was to create a generally web-capable environment with e.g. an online connection to the Customer Service Center. Such a technological change provides a great many more facilities and higher flexibility. ▶





Karl-Alexander Engels, head of address management at Loyalty Partner and responsible for the master data management in PAYBACK (maintenance, updating, data quality): "As a result of our positive experience, Uniserv was once again the first choice for us for the changeover from Oracle® to Siebel® with regard to the quality of the address data."



"Since then Uniserv has been running reliably and stably and helps us to secure the quality of our customer and address data", says Engels.

Perfect interplay, perfect quality

The combined use of the Uniserv solutions in perfect interplay with each other within the Siebel® application ensures high quality of the stored address and customer data in all aspects of the bonus programme PAYBACK. Thus, for instance, the name analysis software *convert* acts as a specific measure for securing the data quality, because, according to Engels, it is essential that the postal data of an address, such as the street, house number, postcode and post town, is not only presented in a clearcut form, but that the name of the addressee also matches correctly.

bank, the software for the validation of bank account details, brings its strengths to bear above all in the processes and functional sequences for the Premium Shop. Since this concerns the payment, redemption and conversion of the collected PAYBACK points in conjunction with payment transactions, bank data validation is indispensable. Otherwise there is the possibility of misdirection and delays, something which does not generally conform with the high quality demand, which Loyalty Partner has committed itself to.

The postal validation software *post* and the duplicate check *mail* ensure that the addresses are up-to-date, complete, correct and duplicate-free. They therefore form the basis for other address-relevant activities,

Data Quality quickly and simply integrated

In this connection, some urgently needed functions were missing in Oracle®, which is purely a database. In particular, the PL/SQL interface was exhausted from the point of view of its performance and the technical possibilities, something which would have made the planned changes impossible. On the other hand, a COM (Component Object Model) interface, which now communicates directly with Siebel® CRM without making a detour through Oracle®, offered the requisite flexibility. In this regard, Karl-Alexander Engels, head of address management at Loyalty Partner and responsible for the master data management in PAYBACK, said: "With Siebel® and the newly created architecture, we now have all the functions and facilities available for our bonus programme PAYBACK and for our new business segment as an external service provider in the area of customer management with high performance and stability, something which has resulted in more developed processes and which optimally supports our planned growth."

It goes without saying that the subject of "Securing the quality of customer and address data" should also be reflected in the new Siebel® environment with integration in the respective functions. As a result of the positive experience which Loyalty Partner had already had with the use of the data quality software and solutions from Uniserv in the Oracle® environment, the products were once again first choice for integration in Siebel®. "In this connection, it was also important for us to stay with one product group. Since the appropriate action and application knowledge was available at Uniserv, this represented the optimum course for us", said Karl-Alexander Engels, confirming the recent decision in favour of the data quality intelligence from Pforzheim.

The Uniserv products such as software for name analysis, postal validation, duplicate matching and bank data validation were integrated in Siebel® via the COM port under Solaris on HP-UX and, according to the experts at Loyalty Partner, ran "elegantly, simply and quickly". The requisite source codes are small and lean. Not least as a result of this uncomplicated integration, the productive start was able to take place at the end of 2004 as scheduled.



such as evaluations or clusterings, as well as direct marketing activities. Engels summarizes the benefits and advantages of the Uniserv products: "From the point of view of the overall database, we attain a deliverability rate of almost 100 percent using the Uniserv solutions and this is remarkable without a doubt".

Make instead of Buy

Since Loyalty Partner uses the database of PAYBACK for specific promotions, e.g. mailing campaigns, analyses or Customer Service Center activities, to a great extent, the responsible people also decided to use the data quality workbench *click it* from Uniserv. The most important advantage in this connection: the individual addresses now no longer have to be sent to an external service provider, but can be directly processed inhouse with *click it*. Company secrecy, which must be given extraordinarily high consideration with a database of this size and quality, now has better protection.

As a result, all the addresses were retrospectively processed more or less in an initial cleanup after implementation of the workbench. Several million addresses are regularly cleaned up as part of routine data cleansing measures and the data quality is therefore permanently secured. Changes of address can now also be kept track of simply and quickly, which further increases the up-to-dateness of the database.

However, in addition to this classic, rather inwardly directed range of application, *click it* is also used in other externally directed activities. In

order to continuously increase the attractiveness of PAYBACK for the consumers, Loyalty Partner has always endeavoured to gain new partners for the bonus programme. In this respect, the subject of data quality is of crucial importance for the acquisition. Thus, for instance, the PAYBACK database is matched against the address pool of the potential partner, in order to be able to improve the presentation of the benefits on the address side of the PAYBACK partnership. *click it* performs an invaluable service here.

In the meantime, Loyalty Partner also offers the know-how it has gained in the bonus programme PAYBACK to external companies as a service provider. It goes without saying that this also includes looking after the address database of customers such as Deutsche Bahn with *bahn.comfort* and *bahn.bonus* with a dependable quality level. *click it* is also used here and gives Loyalty Partner a higher definition profile as an experienced service provider in the area of customer management. ▶

Background information on Loyalty Partner / PAYBACK



Loyalty Partner GmbH was founded in 1998. It has been operating PAYBACK, the largest and most successful bonus programme in Germany, since the year 2000. Amongst others, Apollo-Optik, ARAL, dm-drogerie markt, Europcar, Galeria Kaufhof, real,- and WMF are partners of PAYBACK. When purchasing goods and services from the partner companies, customers collect points with their PAYBACK card. These can be exchanged for attractive rewards. It is also possible to redeem the points as shopping vouchers directly at the partners, convert them to Miles & More miles, donate to UNICEF or have the cash value of the points transferred. The PAYBACK Visa Card combines the functions of a classic credit card with those of a points and payments card. Loyalty Partner makes the know-how gained from

PAYBACK available to other big companies for individual and intelligent customer relationship management. This concerns both the development of new customer bonding programmes and the handling of CRM processes which are already in existence. Thus Loyalty Partner looks after e.g. the service programme "bahn.comfort" and the bonus programme "bahn.bonus" of Deutsche Bahn AG.

Palamon Capital Partners, Alexander Rittweger, Metro AG and Roland Berger are shareholders of Loyalty Partner. Further information is available in the Internet at www.loyaltypartner.com and www.payback.de.





Clever updating of master data with IVR

The volume of work of the PAYBACK Customer Service Center has risen enormously as a result of the increase in the size of the database and the annual growth of around two million data records. A very high percentage of this volume stems from the notification of address changes by telephone. The stated objective is therefore "to automate these address changes and thereby relieve the load on the Customer Service Center", says Karl-Alexander Engels, explaining the move to IVR (Interactive Voice Response). In this regard, the postal check tables of Uniserv are being transferred to phonetic transcription and integrated in an IVR library in an on-going project in cooperation with the company CreaLog (www.crealog.de). In future, address changes can be registered automatically over the telephone in this form. They are then electronically processed and incorporated in the database. The workload of the Customer

Service Center and its agents is significantly reduced. "We decided to use the Uniserv post table in this project, because it is unique in Germany with regard to its up-to-dateness and completeness, i.e. its area coverage", says Engels, explaining the recent decision in favour of Uniserv.

Conclusion and outlook

Overall, Loyalty Partner is evidently very satisfied with the use of the data quality software and solutions from Uniserv and sums up as follows: "The Uniserv solutions were already convincing in the Oracle® environment. I think that it speaks for itself that we have again put our faith in Uniserv under Siebel® and even expanded the portfolio used", says Engels taking stock. "We are pleased that we have a partner in Uniserv which has shared the burden of the technological change we have implemented with the migration from Oracle® to Siebel® and supported our growth with innovative and flexible products."

However, in spite of being completely satisfied with the successful transition from Oracle® to Siebel®, it should not be forgotten that the next technological change is just around the corner, says Engels the expert. Thus the next step would be to realize address management as a specific service within an architecture, e.g. as a Webservice on Java basis. At the moment, the implemented address management functions are called as individual modules in IT architectures. What is desirable in future is an intelligent interface which calls a complete data quality system instead of individual modules and which, in addition to other factors, is above all characterised by increased automation of the processes. In this connection, it is important that the process logic is available totally enclosed outside the source code and is thus reusable. Karl-Alexander Engels has the last word: "Uniserv will also be our first contact partner in matters of address data quality during this change." ■

Uniserv, Pforzheim



- Founded 1969
- Leading provider of address management software
- Product portfolio – international, web-capable, platform-independent, sector-neutral
- Areas of use for software – CRM, e-commerce, 1:1 marketing, ERP projects, call center activities, micromarketing, geocoding
- Benefit: ability to optimally address customers on the basis of validated address information



Additional information

Uniserv GmbH • Rastatter Str. 13 • 75179 Pforzheim/Germany
 Telephone +49 7231 936-0 • Telefax +49 7231 936-30 02 • e-mail: info@uniserv.com • www.uniserv.com



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