

Uniserv solutions optimize the marketing databases of
PSA Peugeot Citroën

PSA PEUGEOT CITROËN 

OPTIMAL ADDRESS MANAGEMENT UNDER THE SIGN OF THE LION

Car making at Peugeot has a long history, dating back to the end of the 19th century. By contrast, the use of Uniserv address management solutions at today's PSA Peugeot Citroën is still relatively recent. The PSA Peugeot Citroën Group is active worldwide. Initially, the Group needed ultra-accurate addresses in its databases to implement Europe-wide marketing campaigns effectively. Hence the choice fell upon Uniserv data quality software, because Uniserv solutions enable a central technical administration from Poissy, France. The individual databases are then managed and maintained by the marketing staffs of the local companies.

What PSA Peugeot Citroën wanted was to have only correct postal addresses in the marketing databases. This makes delivery more certain and ensures a maximum response rate and low postage costs. Returned-to-sender mail is reduced to a minimum. "Specifically, PSA Peugeot Citroën wanted to make sure that the country-typical conventions in writing addresses were covered for the different countries of origin of the addresses," said Guillaume Bourdiol, from the IT department Marketing and CRM. "The volume of addresses of the individual countries ranges from several hundred thousand to millions – all that has to be covered by such a system!"



Correct addresses – throughout Europe

During the decision-making process, the Pforzheim (Germany) based company Uniserv was able to prevail over its competitors because it was the only company to offer all of the country variants legally licensed as a unified solution, thus enabling the technical management of the databases from the company headquarters in Poissy, France. Uniserv's postal validation system *post* runs on Unix in an Oracle environment, utilizing the country versions for France, Germany, Portugal, Italy, Switzerland, Belgium, Spain, Luxembourg, and the Netherlands. The system includes the basic tables and the corresponding street directory extensions to provide complete country coverage and, corresponding to that, optimal output quality.

Having correct French and European addresses in the marketing data-bases ensures that each member of the marketing staff always has access to reliable data for marketing campaigns. Moreover, Uniserv provides customer service for analyzing and selecting mailings and support when problems with the data occur, for instance when the system does not find a street during postal validation.



Guillaume Bourdiol, IT department Marketing and CRM at PSA Peugeot Citroën: "Thanks to Uniserv we have reliable, well-maintained address databases for marketing and CRM!"

Extremely accurate batch runs

All addresses are carefully checked to ensure that only validated information is entered into the database. Call centers, dealerships, Internet and fax and also address lists of external providers are all possible paths for entering the addresses into the database for the company branches in the different countries. To ensure consistent high quality, the data must first be collected, then validated in a batch run and structured, and finally imported into the database. "The batch files usually have a size of around one hundred thousand addresses, but sometimes they range in the millions, like in Italy," said Guillaume Bourdiol. One of his main responsibilities is to ensure that the most recently updated version of *post* is running on the servers to validate the addresses.

Confidence in quality

Duplicate checking is usually done by using certain attributes – in Italy it is the tax number, otherwise it may be the date of birth, the e-mail address, or even the license plate number. Only by using this procedure to ensure correct data can the staff at PSA Peugeot Citroën filter out duplicates. The validated data is then imported into the internal customer information system and forms an important basis for e.g. financial accounts.

Moreover, the marketing department can rest assured knowing that marketing campaigns will be successful and that implementation and postage costs for the campaigns will be lower. In this company area the specifications are also defined under which certain addresses are to be selected for the campaigns in a coun-

try, and the database is enhanced with additional data such as telephone numbers. "Thus it is ensured that each employee can rely on perfect address data – without having to scrutinize the data each time," Guillaume Bourdiol said in summary.

Assessment and outlook

With clean, structured addresses providing accuracy and quality assurance, PSA Peugeot Citroën today has reliable, well-maintained databases that benefit not only the staff at the head office, but also the European branches. "Ultimately, all of our new and old customers and also interested prospects benefit – this positive total picture is further rounded out by Uniserv's outstanding support," said Guillaume Bourdiol with satisfaction.

Background information about PSA Peugeot Citroën

PSA Peugeot Citroën looks back on more than a hundred year company history and today ranks second in the European automobile market with a market share of 15.5 percent. As largest private company in France, it sold more than 3.26 million vehicles in 2002. This corresponds to a 4.3 percent increase over the previous year. PSA Group's revenues amounted to 40,123 million euros in the first nine months of 2003. PSA currently has 198,600 employees worldwide, of whom about two-thirds work in the automobile field. The other employees work in automotive equipment, transport/logistics, finance, and other fields. Further information is available at www.psa-peugeot-citroen.com.



Perfect postal addresses without borders

The postal address verification and updating software *post* from Uniserv is the consequential result of an international solution approach. The software is available in several different national product variants which take into consideration the respective country-specific factors and requirements for correct postal addresses. A crucial advantage in this context is the use of complete street directories. Without these, sophisticated validation is only possible within cities that have several postal codes. However, to achieve ultimate address quality it is necessary to go further than that. Even the house number should be included in the verification.

Uniserv post systems ensure the postal address quality for around 370 million consumer addresses and about 17 million business addresses in Europe. Moreover, Uniserv provides a solution for the USA. Altogether, more than 500 million consumer addresses can be validated down to the street or house number level and, if necessary, automatically corrected. Extensive testing possibilities can be found under www.uniserv.com/demo.

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, micro-marketing, geo-coding
- 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 (0) 7231/9 36-0 • Telefax +49 (0) 7231/9 36-30 02 • e-mail: info@uniserv.com • www.uniserv.com

