

Success Story

Success Story • Anwenderbericht • Interview

Uniserv solutions in use at Sixt in Pullach near Munich, Germany's leading mobility specialist

Address Data with First-Class Quality



The Sixt group secures the quality of its address data with Uniserv / Customer evaluations and data analyses now easier and faster

As the leading mobility service provider in Germany, Sixt is on a continuous growth and expansion course. This development has been achieved above all through custom-designed mobility solutions as well as innovative offers and packages for all business and service areas. "Mobility First Class" is the motto of the internationally operating group. Against this background, the quality of the administered address data therefore plays a vital role. Sixt decided to use the data quality solutions of Uniserv from Pforzheim to secure the quality of its address data.

In the run-up to the decision to invest in specialized software solutions for address quality, Sixt found itself confronted with two main problems. Time-consuming address research had been largely dispensed with, in order to guarantee a fast and smooth rental process. As a result, address duplicates had entered the Sixt customer database. The second area in which the absence of data quality solutions had made itself felt was that of customer analyses. These are mainly used as a basis for future activities, e.g. in a market launch.

However, the requisite accuracy was not possible here owing to the postal uncleanness and the duplicates. Both points led to the decision to replace the hitherto externally provided data quality check with in-house solutions.

Convincing through and through

After the actual position at Sixt had been reviewed, the product and service offers of various providers of data quality solutions went through a selection process. The main criteria for determining the suitability of the various offers were the result quality, performance, stability and integrability. The Uniserv solutions proved their capabilities in the study, and they have therefore been used at Sixt since 2005.

Step by Step

Since the start of the project, the licensed Uniserv solutions have been used to reprocess the several million data records in the address database step by step. The objective of the project is that all the German addresses will be complete, up-to-date, correct and above all free of duplicates after it has been successfully concluded. In the first step, a fundamental and comprehensive postal cleansing of all the addresses was therefore the order of the day. This stage could be automated to a large extent by means of the Uniserv solutions. Thanks to the high result quality, the percentage of addresses which had to be validated manually was very low compared with the total volume.

Following the postal cleansing, the data was matched and all the duplicates marked. This is the latest position of the global initiative "Address Data Quality at Sixt". The future steps will involve merging the duplicates and integrating the individual Uniserv products, particularly in the rental software, which is used by the more than 550 rental locations. Incorrect addresses and the creation of double and multiple data records will thereby be reliably excluded in future. The implementation of WebServices is also being considered, in order to make online vehicle rental "watertight" with regard to address data quality.

Positive effects

Although the entire database is still in the reprocessing phase, positive effects which have their origins not least in the use of the Uniserv solutions can already be clearly discerned in the view of the experts at Sixt. Thus the customer evaluations and analyses mentioned above can now be carried out far more purposefully and provide more meaningful results than was the case before entry into data quality. The return rate for the distribution of customer cards could also be reduced. In addition, changes are apparent on the cost side: both the production costs, and the outlay for printing, postage and dispatch are decreasing. After the Uniserv solutions have

been integrated in the rental software, the objective of further increasing the speed at the Sixt locations, will have been reached, because address information will then be able to be validated in real time and corrected if necessary. In this way, Sixt will gradually further increase its competitive strength.

Conclusion and outlook

Against this background, the people at Sixt are therefore very satisfied with the progress of the data quality project based on the Uniserv solutions. In this context, the valuable assistance from the Uniserv consultancy team as well as the prompt and uncomplicated support are especially emphasized. Thus the configuration for the initial data cleansing steps could be developed and set up in an introductory training course in Pullach near Munich, something which has additionally accelerated the progress of the project.

Sixt plans to further develop the area in the future, especially by extending it with online tools. Sixt will then be able to consider the wishes, requirements and demands of its customers to an even greater extent – totally in the spirit of "Mobility First Class".

Background information on Sixt

The car-hire company was founded in Munich in 1912 and is nowadays an internationally represented mobility service provider. Sixt is the market leader in Germany and Austria and rents premium vehicles to its customers at competitive prices. Private and business customers are offered innovative solutions for their mobility requirements at more than 550 locations throughout Germany. Sixt also offers its customers extensive service and information in the Internet as well as the possibility of booking at special online rates. Further information is available in the Internet at www.sixt.de.



Uniserv, Pforzheim

- Founded 1969
- Leading provider of address management software
- Product portfolio – international, web-capable, platform-independent, sector-neutral

Additional information

Uniserv GmbH • Rastatter Str. 13 • 75179 Pforzheim/Germany
T +49 7231 936-0 • F +49 7231 936-30 02 • E info@uniserv.com • www.uniserv.com

- 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