

INNOVATIVE CRM DATA CLEANSING SOLUTIONS IN THE VOLKSWAGEN GROUP

The CUBA Project

CUBA is the abbreviation for "customer database" and was jointly initiated as a CRM project in September 1999 by Volkswagen, AUDI, the *VW Kundenclub GmbH* (VW Customer Club) and Volkswagen Financial Services AG, which was entrusted with the general commission of the project.

The main goal is to create a homogenous system and processing platform to implement customer loyalty measures in the VW Group. Over the long term, additional brands and importers will be included.

IBM Deutschland GmbH, within the pilot project "Customer Care Audi", was given the contract to create and implement a solution for data cleansing on the basis of Uniserv standard software.

Several subprojects have also been initiated in the Volkswagen Group. For the customer and prospect management sectors, mySAP CRM solutions were implemented on the basis of mySAP CRM 3.0 and are now being used successfully.

After an examination of the actual customer data with respect to completeness and structuring, it was recommended for all project participants to introduce a suitable software tool.

A tool evaluation indicated that the components *post* and *mail* created by Uniserv were best suited to solving the problem fields within the customer data. Here the goal was to improve the quality of the address information and to prevent customer duplicates.

Therefore at Volkswagen and Audi, the Uniserv components *post* and *mail* were used together with the new version of mySAP CRM 3.0. As connection between the Uniserv components and SAP, a *paricon* add-in – in the meantime certified – was used. *paricon*, as a Uniserv development partner, secures the universal use of Uniserv components in the SAP environment. In this combination this is the first implementation of its kind used until now.

Solution

To guarantee clean data in the newly developed CRM system, it was necessary to utilize all of the Uniserv tool components wherever customer data enters the system.



"Because of the improvement potential together with positive marketing effects and increased customer satisfaction, Uniserv software is an

asset for the Volkswagen Group."

Michael Kunadt, IBM Deutschland GmbH

One place where customer information is recorded and new customers are entered is in call center operations. Here Uniserv's *post* checks

directly at input whether the given or entered address is correct. *post* also automatically corrects the entered streets, postal codes and cities, if the employee entering the data makes a typing error, for example, or reverses the order of digits. In addition, Uniserv *mail* informs the call center agent when he is entering new data about possible duplicates, supports the error-tolerant search for customers and thus prevents the recording of duplicates.

Other places where customer information flows daily into the CRM systems are via batch interfaces. Here aside from a standardized transformation of data, a postal validation and a duplicate check take place within the scope of the execution of ABAP programs. Incorrect customer data is marked, thus enabling further manual processing.

Both the dialog solution and the batch solution use the same Uniserv components *post* and *mail* in the 'plug & play' variants. Both variants

have the advantage of requiring very little configuration. The embedding into the sequence scheme of SAP takes place via the standard interfaces created by SAP and requires in this context no additional coding.

Within the scope of the migration of old data, a third Uniserv component, *click it*, was used in stand-alone operations. With the aid of *click it*, the existing old data was cleansed before loading it into the new CRM system to ensure that the data quality in the new SAP system also meets the standards of the brands.

Result

Of almost a half million customer addresses, less than 10% were postally and semantically 100% correct. More than 90% of all addresses could automatically be corrected by Uniserv; 5% of all customer data could not be cleansed even with the support of these tools. This data required further manual processing.

Because of the improvement potential described above together with positive marketing effects and increased customer satisfaction, Uniserv software is an asset for the Volkswagen Group. The cost of the software is amortized among other things by the savings on postage for undeliverable letters.

"More than 90% of all addresses could automatically be corrected by Uniserv!"

Uwe Höhne, IBM Deutschland GmbH



The Customer

Volkswagen Group, Europe's largest automobile manufacturer, concentrates its activities on the automobile market, where it covers the entire value creation chain with its products and services. As a company that is active worldwide, Volkswagen is represented on all the important world markets. Nearly every fifth automobile in Western Europe originates from Volkswagen Group;

worldwide Volkswagen currently has a share of 12.5 percent of the market (status: December 31, 2001). In 2001 Volkswagen manufactured more than 5 million automobiles.

Thus, the Volkswagen Group has become a provider of mobility. Aside from one of the leading consultancies in Germany for information technology, one of the sectors

belonging to its broad spectrum of services is also the financing and leasing business. Volkswagen Financial Services AG, as Europe's largest automobile financial service provider and Germany's second largest direct bank, is responsible for the financing and leasing of vehicles and for the direct banking business of the Volkswagen Group in Europe.





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- 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

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