CASE STUDY

Data Capture Speeds the List Building Efforts of a Marketing Company and Its Hospitality Clients

TDEC has captured and delivered more than 100M records within 48 hours of receipt.

Challenge: Founded in 2000, this marketing company offers a SaaS platform through which its hospitality clients can target guests, who have opted-in, with email marketing promotions. The predominant means by which guests' email addresses, names and birthdates were collected was through a paper-based subscription form ("slip") completed at the restaurant. The company faced two challenges. First, it needed a way to get this information from the restaurant and into its clients' respective databases quickly. Speed of data transfer was important in this rapid new marketing channel. Second, it needed to acknowledge via email a guest's subscription within a short time so that the guest would remember having subscribed and not consider the client's "welcome" email as spam. The marketing company approached TDEC to help them solve these challenges.

Solution: TDEC devised a system with the marketing company in which each individual restaurant location would collect the completed slips in a self-addressed, stamped envelope, marked with the location's store code, and mail them on a weekly basis. TDEC associates received the envelopes and scanned each slip contained within. Scanned image files were then transferred to a second group of TDEC associates who keyed the data from the image, performed quality control and created an output file to be sent by secure file transfer to the marketing company's database. TDEC had a 48-hour turnaround time, from time of receipt to secure transfer.

The company's success brought new complexities. With upwards of 1600 restaurant clients, employing different subscription form formats and collecting differing information, the sheer

number of business rules was challenging, and daily paper-based changes slowed data entry. In 2009, TDEC deployed a software system that streamlined that process. Instead of paper-based changes, the marketing company created a daily XML file of all new business rules, which TDEC ingested daily, automatically adopting any new rules into the data entry screen. TDEC's ingenuity sped the process AND lowered the cost per record.

As the marketing company continued to grow and come up against new challenges, TDEC processes evolved to meet its needs. For example, TDEC established scanning centers in Canada and Europe as the company expanded into those markets. TDEC also helped the company to redress issues with client restaurants about the receipt and entry of paper slips. TDEC did so by embedding timestamps onto the scanned images and developing search functionality. The company, and even the clients, could now search scanned images by client code, store code, date or email address.

Results: TDEC has provided a full range of document management services to this hospitality marketing company for 17 years to date. In that time, TDEC personnel have entered over 100 million records (each record containing one or more fields), allowing the company's restaurant clients to engage with their guests through email. TDEC's services has allowed the marketing company to expand its own services and its clients faster access to market to their growing databases.