

## 6. Case Studies

### Offshore Processing & Onshore Imaging for TNS

**Client Profile:** The client is a world leading market information group, providing both custom and continuous research to local and multinational organisations, operating a global network spanning 70 countries.

**The Brief:** Working with a UK Division that provides purchasing information on all main grocery markets, the client required product and pricing information collected from shopper till receipts received in a variety of formats, both in size, shape and content. Speed and accuracy of data capture were of paramount importance to the client

**Our Solution:** DDC provided the client with a combined on-shore / off-shore solution. The till receipts are initially handled, sorted and scanned in the UK. The images are then transmitted to our advanced facility in Manilla where operators manually capture the required data. A set of strict validation rules were agreed with the client to limit the data capture to only relevant data, thus providing a cost effective solution. From receipt to capture the data, files are returned to the client via FTP within a 72-hour period, and at critical reporting times this is reduced to 24-hours. Once the captured data and its image are sent to the client they are stored within our secure offices for a period of time to enable image archiving if required at a later date. Paper copies are also stored before being securely destroyed. The end to end solution is fully auditable and includes stringent quality measures and validation.

**Results:** DDC manage approx 1.6 million till receipts per year with data capture accuracy maintained at a minimum level of 99% (consistently higher than industry standards) due to our 3 stage QC process.

**Summary & Benefits:** The quality of the data provided has enabled our client to increase by 50% on average the number of valid price lines captured. In particular the client is now receiving consistently high levels of data capture across all types and formats of till receipts, which had previously been hard to achieve. We believe this increase is a result of the detail and planning that DDC built into the data capture process, and the training and accuracy of the data capture operators. The solution has the flexibility to cope quickly with changes in till receipt formats and respond to the client's requirements in a timely fashion. The dedication and commitment shown by the DDC team is demonstrated by consistently achieving the SLA.

**The Client Said:** "The transition process from our previous supplier to DDC was handled in a personal but professional manner which enabled us to change quickly, with no loss in service, and allowed us to reap the benefits in a short time period. The same DDC personnel are consistently involved in every aspect of the relationship, which is very important to us. The results speak for themselves and the flexibility and high level of service we receive from DDC has been a major factor in making this a positive relationship which we hope will continue to develop."