

# Lights ON

Summer 2008

## The Need For **SPEED!**

The need for speed – is your data going stale?

Every week, thousands of consumers take the time to complete and return a whole variety of data surveys. Huge amounts of valuable data pour in, helping to improve a company's understanding of its consumers and highlight further sales opportunities.

Well, that is the intention. In reality however, it is very likely that all that valuable data languishes somewhere in the system, rapidly growing stale and decreasing in usefulness.

If it takes days, or even weeks, to capture and interpret the data from surveys, how useful can it really be? If a business can't quickly access and act on information provided by its customers, opportunities are going to be missed. Worse still, customers wind up disappointed because of slow (or even no) response to their requests for more information. Letting your data go stale is the equivalent to throwing away business advantage.

I would lay down a challenge. If you are going to ask your customers to take the time to complete and return a survey, don't then let all that effort and resource go to waste. Speed is of the essence – these days, a 24 hour turnaround on survey data is entirely achievable. You just need to approach the task differently.

**First off**, it's highly unlikely that data capture is a core element of your business, so give serious thought to letting specialists take this headache away from you. As well as the usual cost and time-saving benefits, outsourcing gives you access to expertise and ideas for better ways of doing things.

**Secondly**, make sure you balance the benefits of technology against the need for accuracy. Document scanning and character recognition technology get faster all the time, but speed without accuracy will still render your data useless.



*Think of it: Once valuable archives of data slowly rotting away into dead information...*

**Thirdly**, remember that while we are sleeping, skilled workers in other parts of the world are wide awake. The combination of well educated, professional operators and secure, rapid file transfer technologies can bring your data back to you the very next morning, fresh and ready to use.

For more information on how to convert your survey data into a useable format call Laura Morrison on +44 (0) 1909 488600.

# Let's Get green

Outsourcing contributes to a Greener Environment  
How “green” is your company? More and more, that question is being asked by customers, donors, business partners and policymakers. From the largest company to the smallest, environmental responsibility is a key business concern – affecting your reputation, your daily operations, your efficiency and your bottom line.

DDC OS recognises that making environmentally responsible decisions is increasingly important from a social, economic, and ethical perspective.

Amongst the most common commitment to ‘going green’ is a reduction in the use of paper and paper based products. Only recently, one sector, prominent in the use of direct mail, was blasted for wasting £11.5 million a year on gone aways and deceased. Now think of this in terms of paper rather than cost.

*Only recently, one sector, prominent in the use of direct mail, was blasted for wasting £11.5 million a year!..*



Simple ways to reduce your direct mail wastage and costs:

1. Where practical, fold letters to fit into a smaller envelope
2. Cross reference your mailing file with MPS, gone away & deceased file – simple and cheap
3. Update your database by data capturing your gone aways and recycling the paper
4. Update your client and prospect file annually on a rolling cycle to ensure that no record is more than 12 months out of date
5. Collect opt-in email addresses and shift to email marketing
6. Call your prospects to check their interest before you send them information packs

*For more information on how DDC OS can help reduce wastage and costs, call Laura Morrison on +44 (0) 1909 488600.*

## Staff Focus

**Mark Elward**, business development manager, joined DDC OS in April this year.

Mark comes from a varied sales background and to date has spent time in logistics, automotive, property and event management.

Mark believes that his varied sales experience can give him a better understanding as to what DDC can offer its clients.

“This is a exciting challenge for me and having a strong and dedicated team behind

you is a distinct advantage. The range of services and solutions we can offer our clients are immense and I’m looking forward to creating new opportunities within industries that I’m familiar with”.

Mark spends his time relaxing by watching his beloved Liverpool team and long walks over the Malvern hills near his home in Worcester,



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*“Nothing beats a long trek with the wind and rain in your face to clear your mind”.*

# Case Study:

## Reed Business Information

DDC OS Telephone Data Cleanse Project



### Client Profile:

Reed Business Information is one of the world's leading business to business publishers, with a portfolio of more than 100 news and information products, awards, conferences and directories covering 18 markets. As part of the Reed Elsevier Group plc, a FTSE 100-listed company, they are a powerful player in the publishing industry.

### The Brief:

DDC OS are tasked with making outbound calls to businesses in various directories published by RBI to update and cleanse the information. A schedule is in place which informs DDC OS of the amount of records to be received each month and for which campaign. The objective of the exercise is to contact businesses to confirm company, personnel and product heading details for their free entry into the directory. Once gathered, the data is quality checked and then output back to the client.

### Our Solution:

We provide operators with several years experience on data cleansing campaigns. This ensures that we have campaign specific operators. All of their work is quality checked to the highest standard by 2 separate supervisors. All data cleanse work adheres strictly to a script. This ensures consistency of information collected. More over there are automated system checks in place to check that formats are uniform – e.g. postcode and telephone formats.

### Results:

Our target is a minimum of 75% conversion, which is consistently achieved.

### The Client Said:

“RBI has been working with DDC OS for many years. We have found them to be attentive, diligent and extremely accommodating. As a result, we made them our preferred supplier, concentrating 80% of our data verification campaigns with them.”

“To us, the key to maintaining a high level of service is frequent contact and the facility to adjust to a changing landscape that works with your requirements and DDC OS have never disappointed. They particularly excel in performing above the levels set and being proactive in proposing solutions to adjust campaigns that may be drifting off target.”

“It is a pleasure to work with DDC OS and we look forward to a continuing, successful partnership.”



# Weddings & Babies

Congratulations to all the people who have got married in the last year. They are:-

Claire Preston, Data Capture Operator, married Richard on 7th July 2007 at St Lukes Church, Shireoaks, and is now Mrs Claire Phillips.

Rachel McCusker, Supervisor in Data Capture, married Nicky Ansell on 4th August 2007 at The West Retford Hotel.



Sarah Phillips, Senior Account Support Executive, married Robert on 28th September 2007 and is now Mrs Sarah Pitchford.



Robert Norman, Account Manager, married Dionne on 9th February 2008. They went on a short break to Scotland for their honeymoon.



Michelle Millington, Data Capture Operator, married John on 8th October 2007 in Mauritius and is now Mrs Michelle Atkinson.

## BABIES



Also, Congratulations on the births of:-

Cameron Hill born on the 25th July 2007, weighing 7lb 14oz

Joe Belshaw born on 10th September 2007, weighing 3lb 11oz.

Shannon Carroll born on 28th September 2007, weighing 5lb 7oz.

Archie Colyer born on 13th October 2007, weighing 7lb 12 oz.

Phoebe Hopkins born on 19th May 2008, weighing 7lb 9oz.

Owen Fox born on 5th June 2008, weighing 7lb 11oz.

## Mission:

We pride ourselves on relieving our clients' business headaches and exceeding expectations

DDC Outsourcing Solutions can relieve your business headaches by providing you with:

Response Handling	Payment Processing
Fulfillment	Inbound Contact Centre
Scanning	Outbound Contact Centre
Data Capture	

For more information on any of our services, please contact Laura Morrison on +44 (0) 1909 488600, or visit our web site [www.ddcos.com](http://www.ddcos.com).

DDC OS



Awarded **ISO9001**

## ISO 9001:2000 Update

The management team at DDC OS are delighted to announce that since our last newsletter announcing our intent to become ISO 9001:2000 accredited, we have succeeded in achieving this internationally recognised quality standard. We felt it was important for both our company and our clients that we had this accreditation so that we can ensure:

- that there is demonstrable commitment to manage quality
- that we fully understand and can deliver against Customer requirements
- that our Customers remain satisfied with performance received
- that working methods and processes are effective
- that we adhere to applicable laws and regulations
- that our staff are trained, qualified and competent
- that the necessary resources and infrastructure is in place
- that there is a system to deal with things when they go wrong
- that continual improvement is monitored and measured
- that there is a focused, ordered and systematic approach to business.

We also feel that attaining ISO9001:2000 supports our values of excellence, loyalty, integrity, teamwork, and enjoyment and will help us towards our vision of being the number one choice for customers and employees.

Helping us towards our vision of being the no.1 choice for customers and employees.

**DDC** Outsourcing Solutions

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