

Data quality as the basis for operational excellence

The Wereld Natuur Fonds (WNF) Nederland is a division of the international World Wide Fund for Nature and is one of the larger nature conservation organizations in terms of the number of projects it carries out, but also measured by its sizeable support base of 935,000 donors (1 July 2007). Strengthening existing relationships is just as important as achieving absolute growth in the organization's backing. The focus has shifted from the product to the donor, so that in each case we ask ourselves what we can offer the donor, how the donor can support us and what can we continue to do for each other in the future. The donor's previous support is important, but the various roles each donor can fulfill are just as important in this new approach. An individual can be a donor himself, but he could be equally valuable as the grandfather of a WNF-Ranger. The WNF has to differentiate between the various generations in order to adopt the right approach to them. The 93,000 children (aged from 6-12) of the Ranger Club, for instance, are vital to the WNF as its future donors. That also holds true for the 24,000 WNF-Bamboekidsz, aged from 3 to 6. The autumn of 2007 saw the launch of the new website, which our donors can use to view and change their own details: the My WNF concept. Before long, donors will also be able to use this new site to pass on preferences and interests to the WNF. That will give the WNF valuable information it can use to tailor future campaigns and offers more closely to what the donor wants. It will also clarify the donor's preferred channel, which will help us to strengthen the relationship and improve the service to the donor.

Streamlining processes

The WNF has never underestimated the importance of data quality. The organization has been using Human Inference's software for just under 10 years, originally to deduplicate and cleanse databases in order to increase the response to direct mailing. But these days it is also used to clearly define the donor identity and to streamline processes. The WNF recently extended its partnership with Human Inference, which is in keeping with the objective of operational excellence. Henk Middelbrink, WNF ICT Manager: "It is important to automate business processes involving relationship data wherever possible. That way we can streamline the efficiency of our organization and its processes to maximize the net funding we so badly need to continue our support for nature conservation projects. In that respect Human Inference's software is vital to our operational management."

Untarnished image

The WNF uses the modules HIquality Identify, HIquality Address and HIquality Name, which gives the WNF the tools it needs to deduplicate and cleanse the relationship data, regardless of which channel it arrives through. Name and address details are validated and standardized. Front office staff can use the software to quickly locate donors with just a few details such as their postcode and house number. New donor data are checked, validated and standardized as soon as they are received. The details are placed automatically in the right database field.

Wereld Natuur Fonds Nederland

www.wnf.nl

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Henk Middelbrink,
ICT Manager Wereld Natuur Fonds Nederland

Industry

Nature conservation/ charities

Geography

The Netherlands

Implementation environment

Oracle 10G and Plain Synergy

Database

1.5 million contacts

Human Inference Solutions

HIquality Identify, HIquality Name, HIquality Address

Benefits

- Efficient matching
- Deduplicating and entering (new) relationship data
- Flexible processes for standardizing and validating addresses
- Streamlining data quality processes
- Creation of a clear donor image
- Substantiation of operational excellence



For its fundraising campaigns, the WNF usually employs telemarketing agencies that process relationship data in bulk, usually using forms. This data is also matched and cleansed before entering the operational systems. The WNF uses Plain Synergy's CRM system, which runs on Oracle DB. "Human Inference's software has a gatekeeper function for the WNF's operational database, which is one of our most important assets. That database contains over a million records of active donors who we periodically target with our marketing publicity. We need to count on the data being accurate and up-to-date. A magazine delivered to the wrong address means having to pay for it to be sent again. And people also find it irritating to receive the same item twice. Our product gives people the feeling that they are contributing to a better world. If we are unable to give our donors that 'feel good factor' at all times, we have a problem. An incorrectly addressed mailing not only costs a lot of money: it damages our image, too. By working continuously on the quality of relationship data we give our donors the confidence they need that their money is being well-spent", explains Middelbrink. To be perfectly clear: 93,000 Rangers receive TamTam 10 times a year, 24,000 Bamboekidsz receive PiPaPanda 10 times a year and our regular donors receive the magazine Panda and mailings 4 times a year. Each incorrectly addressed postal item is one too many. "Human Inference's software might not be the cheapest, but when we weigh up the threats and opportunities the business case speaks for itself. Certainly given that relationship data is now processed automatically, including deduplication and cleansing. Data entry is no match for that."

The WNF has successfully used Human Inference software for many years. Middelbrink ascribes the strength of the product to the user's ability to add his or her personal touches to the data quality. "The date of birth will become more and more important to the WNF's ability to follow the donor through his or her life cycle and make appropriate offers at each of its stages. That will also make it possible for us to differentiate between the generations we communicate with, a functionality that is easily incorporated in the Human Inference environment. This parameterization is a useful feature."

Human Inference is thought leader in managing customer data using language and culture specific technologies. Our solutions and expertise allow enterprises to manage the quality of their customer data assets and create a single customer view. For our customers we enable improved customer intimacy, operational excellence and successful regulatory compliance.

Flexible and efficient platform

The WNF now has a platform that guarantees data quality, standardizes relationship data, and also makes it possible to build up a clear donor image. That clear image enables the WNF – in addition to working towards operational excellence – to distinguish the 'major donors' and approach them in keeping with the principles of customer intimacy. That in turn makes it possible to organize more segment-based campaigns. The options will increase in the future when the WNF starts working with HIquality Enrich (for telephone numbers and relocation dates, for instance). Add that to the service-oriented architecture being rolled out and it will be clear that the WNF is developing a highly flexible and efficient platform for data quality management.