



ePaper address quality

How to become economically more successful by improving your addresses



status: 17.02.2020

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Foreword

With this ePaper we dedicate ourselves to the permanent topic of address quality. From our point of view, companies have been dealing with this topic for years and are still neglecting it.

With this ePaper, we provide you with a guide that gives you valuable tips and suggestions for making your company more successful.

Because:



Picture 1: We are of the opinion that address and data quality is not a cost factor but a value creation factor

To this end, we would first like to draw you out of your reserve and answer the following question:

Which statement applies to your company?

- a. "Our addresses are pretty neat"
- b. "We have no budget or personnel for this this year.c. "A 100% error-free address database does not exist!"
- d. "This is not a priority right now"
- e. "That's what customer service does for us."
- f. "Our addresses are well maintained, we have only recently had this checked"



Do you answer with f.?

Then we congratulate you very warmly! Thank you for taking the time to look at this ePaper.

If you have descriptive and successful use cases, please feel free to contact us. We will be happy to include you in the next edition of this ePaper.

Do you answer with a. to e.?

Then this ePaper is the right place for you. The very fact that you are reading this ePaper shows that you are taking the topic seriously and are consciously addressing the issue of address quality.

This is also our appeal: If we can help you further with this ePaper - please do not hesitate to contact us. If we could not help you - please let us know. This feedback will also help us to supplement the next edition. Cordially,

Your

Georg Blum



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