

CASE STUDY

Achieving an Accurate Single Property View with Connells Group



BACKGROUND

Founded in 1936 and with a network of nearly 600 nationwide branches, Connells Group is one of the largest and most successful estate agency and property services providers in the UK. Connells Group is a subsidiary of the Skipton Building Society, one of the UK's largest providers of financial services and products. Alongside the Connells brand, the Group trades under other well-known and trusted local names such as Allen & Harris, Bagshaws Residential, Barnard Marcus, Brown & Merry, Fox & Sons, and many more.

OBJECTIVE

Connells Group faced a familiar and large-scale issue when considering an update to their Data Warehouse and BI application. They had large amounts of inconsistent and unmatched data across multiple internal and external systems.

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“Members of the team have previously used other, competitor products and we're all in agreement that this product is significantly faster, more flexible and easier to use than anything we have used previously.”

Connells Group employee

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As a result, matching and validating this data was extremely time consuming and challenging, and limited the business from leveraging the insight of these data assets and maximising the benefit to the business. Being able to match properties across systems is a powerful 'insight' requirement. However, from a technical perspective, this is much more **difficult than it sounds**.

Having developed an in-house solution utilising basic 'string-matching' processes, based on postcode and house number/name fields, Connells Group was only able to achieve 40-60% match rates, depending largely on source data and with occasional false positives.

SOLUTION

Connells Group implemented matchit for Microsoft SQL Server into a bespoke enterprise address matching solution that acts as a fully scalable and incremental loading framework, which enables easy updates and introduction of new systems or data sources as the business expands.

The SSIS components allowed Connells Group to continue ETL development in their preferred SQL Server environment. Powered by matchit's extremely fast processing and matching power, Connells Group was able to easily generate accurate matches in relatively small processing times.

For Connells Group, achieving an accurate and reliable 'Single Property View' was the ultimate goal – and using 360Science's SSIS integration for SQL Server was able to achieve this.

RESULTS

Having set out to build a reliable, scalable and accurate Data Warehousing solution, supported by better match rates and a reduction of false positives in pursuit of their 'Single Property View', Connells Group has reported unexpected benefits from the implementation of matchit for SQL Server – processing time is much reduced and the match rate exceeds even their highest expectations.

When running matchit against a typical dataset of user-inputted data, matchit found more true matches than previous solutions. Where matchit was able to generate match rates upwards of 90%, previous solutions had only 40-60% match rates. Connells Group also noted that matchit delivered a significant increase in accuracy and a marked reduction in false positives.



We have seen a significant increase in accuracy and a reduction in false positives. In a typical data set, with user-inputted data, we will often see a match rate in excess of 90%, compared to 40-60% previously. This increase, when applied to our millions of rows of address data, is huge!

Connells Group employee



90% matchit
MATCH RATE



40-60% previous solution
MATCH RATE

With more true matches, especially when applied to millions of customer profiles and rows, matchit had a profound impact on the Connells Group. Members of the team agreed that matchit delivered a significantly faster, more flexible and easier to use experience than competing solutions.