

## CASE STUDY

# Single Customer View Saves Money & Improves Business Decisions for **Scotts & Co.**

Scotts & Co.

## BACKGROUND

Scotts & Co. is the parent of a group of nine leading multi-channel brands that form the largest group of independent specialist catalogues in the country. The individual brands in the group are some of Britain's best known catalogue retailers including Scotts of Stow, Artigiano, Ancestral Collections, Bloom, The Verdict, The Original Gift Company, The Traditional Garden Supply Company and Solutions World. Each of these brands retains its unique character, but with the backing of a group that understands the importance of diversity in catalogues, shops and online retailing.

## OBJECTIVE

As Britain's premier mail order specialist, Scotts typically sends out between 70-90 million catalogues per year, so ensuring the catalogues go to the right people is a necessity for both customer satisfaction, and business efficiency.

Without accurate, flexible and quick matching routines our single customer view, which is at the heart of our business decisions, simply would not exist. matchit SQL not only provides the output we require, but its flexibility also means we could integrate the software into our existing data solution without the need for time-consuming and expensive redevelopment.

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To sort the lists and deliver the right items to the correct set of customers requires the ability to identify customers by brand, matching that with their contact data and mailing preferences. To that end, Scotts required an exceptionally accurate single customer view to ensure they could identify and target the right customers for their mailings.

## SOLUTION

By implementing matchit for Microsoft SQL Server, Scotts & Co. was able to establish a single customer universe of approximately 58 million records that could then easily be maintained.

The matching process is broken into 2 core parts: first, address data is verified against the Royal Mail Post Office Address File (PAF) and daily feed files are matched against in-house suppression data; second, the updated list is then matched against the existing universe. The suppression data consists of a variety of datasets including the Mailing Preference Service (for people that don't want to receive marketing materials in the post) and deceased data to ensure that the bereaved are not mailed.

## RESULTS

The ultimate output from the matching process is a consolidated datamark for the business marketing department, with customers tagged by brand and with suppression flags stored in the data allowing full flexibility when it comes to choosing which customers to include in a marketing run. The net result of this is a significant cost saving in terms of mailing and catalogue production costs, as well as being able to leverage business-shaping insight from the consolidated view of the data.

## Processes Performed by matchit

**Weekly Dedupe** that runs matching against the entire customer universe and re-groups records. Matching is run at both individual and family levels and records labelled with an appropriate master individual ID and master household ID.

**Daily Feed File Processing** which allows new data feeds to be matched against the customer universe; orders are matched to existing customers and new customers added.

**Intra-Dedupe** which runs internal matching on a new feed file producing a de-duped output which can then be matched against the customer and suppression universe datasets. This process runs on each new daily data feed that comes into the database.

**Inter-Match** overlaps a data feed file (which has passed through the intra-dedupe process already) against the suppression data universe, identifying records in the feed file that match against records in the suppression universe. Records in the feed file that match are then flagged to indicate which suppression dataset they matched against.

**Inter-Dedupe** overlaps (at individual and family) a data feed file (which has passed through the intra-dedupe and Inter-Match processes already) against the customer universe, identifying records in the feed file that match against records in the customer universe. Records in the feed file that match are then added to the universe and linked against the appropriate master record. Records which did not match are added as new records to the universe.