



October 2008 Week 1

Database cleansing

Using a client's leads database can be a costly process for contact centres. Most contact centres purchase client information, also known as leads, on a pay-per-lead basis. However, verifying whether customer information is usable generally means dialling hundreds of numbers and having to pay for the information anyway.

Although this is a costly and very time-consuming process, until recently there was no alternative. EasyAsk's ad hoc English queries revolutionises the way in which customer data is processed, saving contact centres thousands in call charges, time and a return on investment (ROI) on qualified leads.

By typing questions like: "Show all names with telephone numbers with less than eight digits and addresses" unusable leads can be identified immediately and deleted from the database. Qualified leads can now be sorted and are instantaneously ready for use in any project.

This process not only cuts costs in terms of telephone calls and leads that have to be paid for, it also ensures that contact centre agents' time can be utilised more productively.

The screenshot shows the EasyAsk BI STUDIO interface. At the top, there's a navigation bar with 'EasyAsk BI STUDIO' and 'BI STUDIO' labels. Below that, a 'Query' section contains a text input field with the query: 'show all names with telephone with less than 8 digits and addresses by state'. Below the input field is a table with columns for Name, Telephone, Address, City, State, and Zip. The table lists several entries, including Cone, Friend, Durant, Morrison, Harris, Schilling, Dorgan, Conillo Jr, Fletcher, VanDyke, Rytseel, Danciel, Hobbsar, Paris, Karelino, and Flath. To the right of the table is a sidebar titled 'Report builders' with several options for creating reports, such as 'Bar graph of commission last month by division', 'Bar graph of commission last month by sales rep', 'Bar graph of commission this year by city for selected states', 'Bar graph of orders in the last 60 days by city for selected counties', 'Bar graph of orders in the last 60 days by order date for selected customers', and 'Bar graph of orders this month by sales team for selected states'.

| Name | Telephone | Address | City | State | Zip |
|------------|-----------|----------------------|-------------|----------------------|-------|
| Cone | 227-5559 | 1438 Riato Way | Denver | Colorado | 80210 |
| Friend | 899-6138 | 1028 Walnut Place | Denver | Colorado | 80210 |
| Durant | 391-4438 | 760 Sharley Avenue | Boulder | Colorado | 80302 |
| Morrison | 329-8884 | 1764 August Lane | Stamford | Connecticut | 06904 |
| Harris | 837-0883 | 1827 North Avenue | Stamford | Connecticut | 06904 |
| Schilling | 312-0183 | 1263 Province Lane | Newark | Delaware | 19711 |
| Dorgan | 719-6193 | 1084 Lasselton Drive | Newark | Delaware | 19711 |
| Conillo Jr | 390-6187 | 21 Star Lane | Washington | District of Columbia | 20230 |
| Fletcher | 352-1881 | 475 Tuttle Creek | Washington | District of Columbia | 20230 |
| VanDyke | 197-0188 | 910 Star Lane | Washington | District of Columbia | 20230 |
| Rytseel | 277-7883 | 456 LAMARTE DR | Washington | District of Columbia | 20230 |
| Danciel | 593-1882 | 370 Walnut Lane | Tampa | Florida | 33620 |
| Hobbsar | 591-7826 | 1075 Ridge Road | Tampa | Florida | 33601 |
| Paris | 524-1857 | 1656 Princess Lane | Tallahassee | Florida | 32306 |
| Karelino | 893-8887 | 1384 Walnut Lane | Lakeland | Florida | 33902 |
| Flath | 277-7885 | 1952 Blauu Drive | Tampa | Florida | 33601 |

The EasyAsk® application promises:

- Real time Interaction Management across all platforms
- Accurate MIS and Reporting
- Work force optimization
- Drive Management (Dashboard)
- First call resolution
- Up selling
- Improved customer satisfaction
- Data Cleansing (Lead optimisation)
- Self-Service(E-commerce)
- Contact Centre Architecture
- Saas (Software as a Service)

EasyAsk can save contact centres thousands in time and costs by un-qualifying leads from database leads purchased.

EasyAsk is a BI system developed by Progress, a provider of application infrastructure software for the development, deployment, integration and management of business applications. In October 2007, Progress South Africa accredited business solution provider, QBCon as the first certified reseller of EasyAsk in Southern Africa.

