

Netrics Success Story

College Improves Communications, Cuts Costs with Clean Contact Database

Netrics Data Services delivered a cleaned-up contact database in only 10 days.

The Client

"C" College is a regional college enrolling about 2,000 students annually, and with about 50,000 living alumni.

Situation Analysis

C's alumni database evolved over the years from a combination of class enrollment records, graduation records, and address updates submitted by alumni. Faculty and Staff were also included in the database and were flagged appropriately.

C's communication with alumni was hampered by a high rate of duplicate records. Multiple pieces were often mailed to the same address, and the same alumnus might be listed at multiple addresses.

The Challenge

C's alumni contact information was plagued by a number of common but difficult-to-resolve problems: misspelled names, variations in names for the same individual, and variant or corrupted address information. The school had a one-time need, and was not able to justify the cost of the kind of software solution that would have addressed the complexity of its data problems.

The Netrics Solution

The Netrics Data Services team performed an outsourced duplicate record analysis for C, including a data integrity report and a data profile report. By using its Real-World Data Matching Platform™, Netrics overcame misspelled, mis-typed, mis-fielded, and inconsistent data. The entire process was completed in just 10 days from when C supplied the alumni database in a flat file.

Successful Outcome

Because of the high accuracy of the Netrics Matching Platform, C was able to automatically classify the majority of match candidates. In just 2 days, C's IT staff was able to manually review 2,000 or so "gray area" match candidates with intermediate match confidence scores. The result was a cleansed database, more polished communications with alumni and prospective donors, more accurate alumni giving and participation statistics, and reduced mailing costs.