Data

Seth Hirsch: Today we're going to talk about Data. At Lift 361, we help our clients gather, understand, and leverage data. It's important that we start this whole thing with very clean customer information at the beginning of it. Our clients trust that we're going to be able to take the information that's coming from different sources, whether it be a credit card company or a loyalty program or data created from a website, that we can bring that in and create a single view of the customer so that we can track those individual touch points over all these different places where data is collected. In order to do that, we have a few key steps that we take as part of that process.

The first is standardizing the address. Standardizing the address means that we take the information that comes in related to street address information and we make it look the same through different sources. So if we have Main Street in one place where "street" is spelled out, then we would shorten that with Main St. with an "st." This helps to make sure that we're starting with similar information from different sources.

The second is what we call geo coding. Geo coding is when we take the address that comes in and pen additional information to it. It gives us the deliverability of an address and also gives us the latitude and longitude so we can know the exact physical location.

The last step is the national change of address, or NCOA. NCOA allows us to take individual addresses that come in and figure out if those customers have moved to another location. We can update our database with the current address for the individual.

After we have all these three things, we're able to merge customer records. We take data that come from all this different sources, run them through all these processes, and at the end of it come out with a good, clean customer record and a good understanding of that single view of a customer throughout all these different locations. With that, we're able to then go on with all the other phases, the understanding of the customer and the leveraging of the data, and really drive home the value of this customer information that we've collected.