



Case Study

Lamb Financial Group

Data cleansing tools drives revenue and saves time



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**Data Cleansing Tools
Drives revenue and
Saves Time**

LAMB
Insurance Services

Company Profile

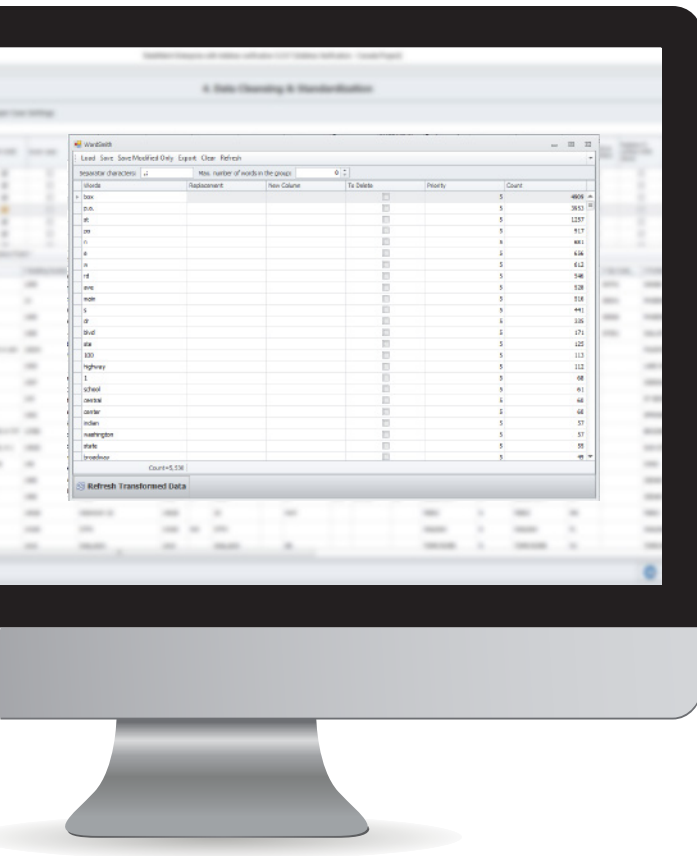
Lamb Financial Group is one of the fastest growing insurance brokers in the country, providing financial services exclusively to non-profits and social service organizations nationwide. The company is dedicated to finding insurance required by local charities tackling some of society's toughest issues. Based in New York, the organization works with carriers who specialize in non-profits and charities, providing Worker's Compensation, Casualty, Professional Liability, Property, Auto, Directors and Officers, Group Health, and Disability Insurance.



Business Situation

The organization needed to extrapolate data from different sources. With slight differences in the key field, they needed to reduce the amount of data scrubbing and save time with data cleansing. With accuracy being such an important part of their business, maintaining a high level of standardization was also very important for the organization. It was critical to be able to have a data software tool that can bridge the gap with reconciling differences with all the data being combined and link records together accurately.

Our Solution



The company decided to use Data Ladder's record linkage tools. Our rates exceed the industry average; while the average data linkage rate is 90 percent, Data Ladder's average record linkage is at about 97 percent. DataMatch Enterprise™ provided an easier data cleansing solution for the organization. They were able to quickly use our Wordsmith™ function, which is a standardization tool to create custom libraries settings. This allowed them to cleanse the data and find the best possible match. The software has now become an important part of their process when importing new data into their CRM.



Quickly come up with multiple rounds of probable matches



Compare the different dimensions of data, between datasets, and matched format.



Export results in a variety of formats like Oracle, Txt, MySQL, CSV, among others

Benefits

Save several hours of manual work



Data Ladder's cleansing and matching toolkit has provided the company the ability to do more with less oversight, helping reduce the data scrubbing element of their workflow by several hours each week. This is especially useful for them when importing large quantities of data.



LAMB

Insurance Services

"DataMatch Enterprise™ has allowed us to do more with less oversight. It has allowed us to 'think big' while keeping our team lean and efficient"

Daniel Heller
Chief Financial Officer

Why Data Ladder

It's simple: our user-friendly and powerful software helps business users across many industries manage their data more effectively and drive their bottom line. Our powerful software suite, DataMatch Enterprise, was proven to find approximately 5-12% more matches than leading software companies IBM and SAS in 15 different studies.

Let **Data Ladder** be your partner in your next marketing campaign. Increase your sales by offering data cleansing services through **DataMatch Enterprise™**.

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