Case Study

Efimatica - MedPlaya.com

Enhancing customer success programs
with DataMatch Enterprise™

Company Profile

MedPlaya is a hotel chain with locations at many of the most popular beach resorts in mainland Spain. We have been looking after guests in our hotels for over four decades , always adapting to changing needs and trends. Our aim is to provide excellent value for money while ensuring that our guests have a great time staying with us.
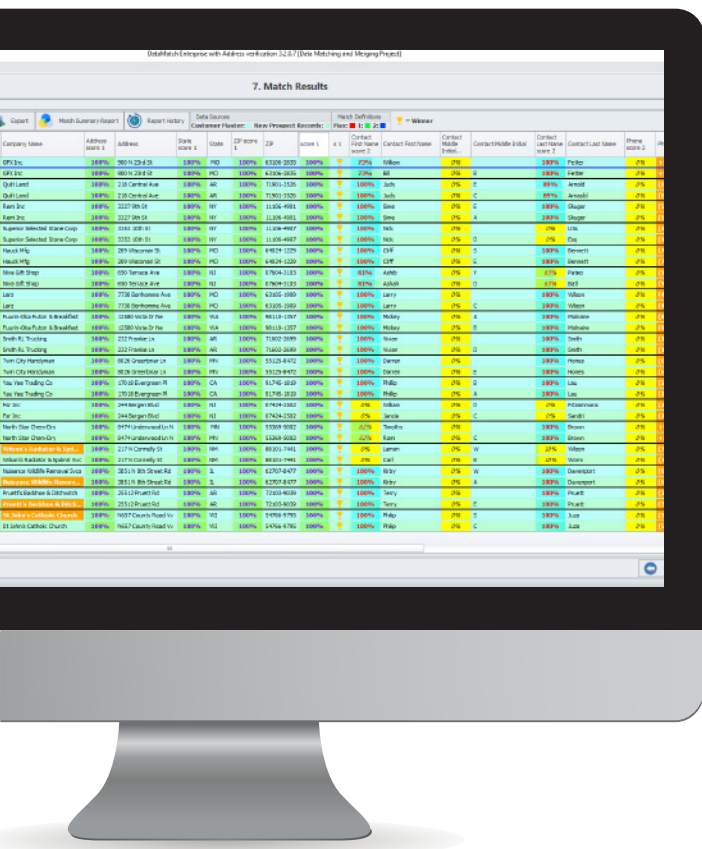
Data Ladder
Get the most out of your data

Business Situation

MedPlaya.com was looking to managing the data correctly. Their database was very tiddy, got many duplicates, and the customer information wasn't complete.

The challenge to overcome was how to find the key matching criteria to get rid off the duplicates and create a golden record. With thousands of records to manage, and multiple criterias to match, the process would be very time-consuming and threaten the timeliness and process of the company.

They also wanted to update all the information since their guests were accessing the "Amigo Card" fidelity program.

Our Solution

DataMatch Enterprise™ not only gave them the opportunity to reduce the time spent in processing information, our support team was able to help them to find the appropiate matching criterias to consolidate the information.

They are now hoping to oncrease the and improve their communication skills with their customers having the information up to date.

 Decrease labor hours.

 Create a golden record.

 Enhance their data base, remove the duplicates, and enrich their customer information.

Benefits

 DataMatch Enterprise ™ not only gave them the opportunity to reduce the time spent in processing information, it gave them the advantage of being able to improve their customer success program "Amigo Card".

medPlaya.com

"DataMatch Enterprise ™ is an efficient, effective, and relatively easy to use software."

Sue Matthews
Sales and Marketing Support Management

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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