CASE STUDY

Sagacity
Part of **Accenture** Song

Improving Brand Awareness with Data Cleaning

Client
Casino Operator

Connect

Client Situation & Impact

We worked with one of the UK's largest casino operators to improve customer relationships and brand awareness after the COVID-19 pandemic.

With a footfall of over 30,000 customers per day, and a database of over 1 million records, the brand wanted to send encouraging communications to get people back into the casinos once the re-openings began.

Data Cleanse

Data Sources

Enrichment

How Did Sagacity Help?

To avoid brand damage and customer distress, we screened the entire database of 1.8 million for deceased records using our automated data cleansing and enrichment solution, Connect.

Outcome & Business Benefits

11k deceased records removed

The screening process identified 11,000 deceased records for the brand, ensuring the database was accurate, up-to-date and when used to communicate to customers and prospects, retained positive relationships and brand image moving forward.

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