


# Introducing Qual.TRAC®



 The Qual.TRAC® platform enables you to transform raw data into business intelligence and increase revenue.

**Together,**  
we can combine innovative direct marketing and database initiatives, unleashing the full potential of your business intelligence system.

Data

## STEP 1: Uncover the Issues

### *The Data Quality Assessment (DQA)*

Before launching a custom data-strategy, you will be provided with a complete top-to-bottom analysis of the current state of your data.

## STEP 2: Improve Upon the Issues

### *The Data Hygiene Process*

After identifying the key data challenges of your business, we will apply to your data crucial hygiene processes, USPS and others, keeping you “on trac” to the utmost in data quality.

## STEP 3: Build the Plan

### *Defining Corporate-Wide Data Standards and defining a Business Intelligence Governance Plan*

Once your data is in tip-top shape, who will oversee its up keep? Together, we can layout a charter; establishing guidelines distinctive to the day-to-day circumstances of your business.

## STEP 4: Commit to the Plan.

### *Putting it all Together: Building a Routine*


Business intelligence is the engine that drives your client communication initiatives. Quality can not be sustained with a one time assessment; it's a constant venture. C.TRAC will work with you to determine a custom-fitted “best plan” to govern continued direct marketing success.

Business  
Intelligence
















# Which Qual.TRAC® process is appropriate for your business?



 We specify the Qual.TRAC® program on a per-client basis, after identifying the particular needs of your business.

Every organization is different and therefore deserves a custom-fitted business intelligence program.  
 With Qual.TRAC®, you'll receive just that - a data management program as distinct as you are.

	“Choice”	“Select”
<b><u>Address Standardization &amp; Move Update</u></b> Manual edits & sorts; NCOA, ECOA & proprietary files		
<b><u>Merge-Purge Processing</u></b> Sophisticated & designed to accommodate your business rules		
<b><u>Standardized Data Formatting</u></b> Including custom field standardization & organization		
<b><u>Database Stewardship</u></b> Schedule-defined updates for continuous database improvement		
<b><u>User-Defined Data Analysis and Review</u></b> Higher-level custom formatting with implications on database architecture		
<b><u>Activity Posting and Refresh</u></b> Transaction-based consolidation and update to master data warehouse		
<b><u>Proprietary Reporting</u></b> Including: non-responder analysis & RFM coding, repurchase analysis		
<b>“Premium” Add-on</b>		
<b><u>E-mail Address Hygiene</u></b> Domain-side review & standardization		
<b><u>Multi-Channel Communication Management</u></b> Client preference review and maintenance		



*Complexity of Data Program*