

helpIT systems... helping Barnardo's

Case study

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Background

Established in 1866, Barnardo's is the UK's largest children's charity working annually with over 100,000 children, young people and their families across the UK. Barnardo's vision is that the lives of all children and young people should be free from poverty, abuse and discrimination.

Children get only one chance of a childhood, and Barnardo's services work hard to make sure that it is a good one. They run 350 services working with vulnerable children and their families at home, at school and in the community. These efforts help them in the long term to overcome severe disadvantage by enabling them to address problems like sexual abuse via the internet, homelessness and substance misuse, and to tackle the challenges of disability.

Barnardo's work hard to give disadvantaged children a chance to be children, and the possibility of a different and better life ahead. Focusing on the vital components that make up a happy, healthy childhood or "building blocks," Barnardo's have helped countless children and young people to transform their lives and fulfil their potential as adults.



Objectives

As a charitable organisation, Barnardo's relies on donations to fund its vital work with children and young people, organising a high volume of fundraising and direct marketing campaigns annually. "Barnardo's works with several million loyal supporters who are held on a central database and it is critical that the integrity of the data is maintained" explained Ann-Marie Smith.

Mailing to duplicate names, deceased names, and individuals who had moved and not provided a forwarding address was costing the organisation time, money and resources.

Attempts were made in-house to write a software programme to help eliminate duplicates but this did not provide the fuzzy matching capability that was needed to achieve a good match rate.

In 2003, the organisation set out to look for a solution that would:

- 1) Check for duplicates within the database and identify matches.
- 2) Run the Gone Away "GAS" File (provides names of people who have moved) quarterly to scan and update their current database.
- 3) Run the Mortascreen file (provides names of the deceased) monthly to scan and update their current database.

Case study

The tangible results for Barnardo's were immediate with in excess of 50,000 records flagged as potential duplicates, deceased, or relocated supporters.

"The marketing and processing departments have seen a reduction in the amount of returned post" **Ann- Marie Smith, IT Manager, Business Systems.**

"The fuzzy matching aspect is something we probably could never have done. Any matching we could have done would be much more primitive than with this product. It's given us extra capability and a faster time to market" **Malcolm Smith, Principal IT Officer.**

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**helpIT**
SYSTEMS
intelligent data cleansing

Solution

After careful examination of several in-house options and competing products, Barnardo's selected two products from helpIT systems' integrated matchIT suite of data cleansing tools:

matchIT


The proprietary fuzzy matching algorithms within matchIT have enabled Barnardo's to locate duplicates which had previously been extremely difficult to find.

matchIT is particularly effective at handling phonetic variations (such as 'Bob Naughton' and 'Robert Norton'), miskeyed data (such as 'Wilson' and 'Wislon') and company acronyms. This was a key factor for Barnardo's during the evaluation phase.

Another feature which has proved to be of huge benefit is the automatic job scripting within matchIT. This allows regular jobs to be repeated easily with just a few clicks.

suppressIT


Using the same matching techniques as matchIT, suppressIT allows Barnardo's to screen their data for supporters who have moved or died.

Being a charity, Barnardo's must be extra vigilant to ensure that deceased and gone-away records are effectively removed. Failure to do this can seriously damage reputation and credibility. suppressIT gives Barnardo's the ability to screen against any number of industry standard and custom datasets simultaneously. Suppressions are made in the most cost effective order and all necessary billing reports are created automatically.

Results

The tangible results for Barnardo's were immediate with in excess of 50,000 records flagged as potential duplicates, deceased, or relocated supporters. Ann-Marie Smith commented "The marketing and processing departments have seen a reduction in the amount of returned post". Using matchIT and suppressIT has also helped with ensuring that Barnardo's complies with the fourth principle of the Data Protection Act.

Saving Time... The product has saved Barnardo's time. "The fuzzy matching aspect is something we probably could never have done. Any matching we could have done would be much more primitive than with this product. It's given us extra capability and a faster time to market." said Malcolm Smith. Furthermore, Barnardo's have found the products to be easy to implement and simple to train on.

Return on investment

Barnardo's continue to use the helpIT systems products to keep their databases clean. Ann-Marie Smith concluded "We are confident that this will help retain supporters by providing improved customer care and this in turn should lead to cost savings being realised".

For further information about the work of Barnardo's, including information on how you can help, please visit their website www.barnardos.org.uk

Saving Money... In addition to the potential benefits that the helpIT systems products bring to Barnardo's, another major contributing factor in selection of these products from a list of competitors was certainly value for money. Malcolm Smith added "We believe the matchIT suite's value for money to be excellent. It does exactly what we want, has many capabilities, is within our small budget and has just hit the mark" !

Saving Resources... Unlike many, Barnardo's can now handle all of their data cleansing requirements from within the organisation rather than outsourcing. The improved results achieved by matchIT and suppressIT extend way beyond mailings to areas such as telephone canvassing and face-to-face personal fundraising. The benefits broaden to all fundraising channels within the organisation, enabling fundraisers to completely trust the data they are presented with.


Barnardo's
GIVING CHILDREN BACK THEIR FUTURE