

DATA CLEANSING

Data Cleansing from Auto Data Solutions guarantees that your customer and vehicle records are accurate, compliant, and efficient. We identify and rectify inaccuracies in your data, enabling you to reach the right customers, improve response rates, and boost sales and profitability.

Contact us to
arrange a Data
Health Check.



Package Options

Tailored for your needs, a range of standard or bespoke packages.



Cleansing Services

Covering data cleansing for both customer and vehicle records.



Integration

We work with your system provider to make data import and export easy.



DATA CLEANSING BENEFITS

- > Correct customer communications
- > Targeted marketing
- > Cost effective and efficient
- > GDPR and compliance regulations

DATA WE CLEANSE

VEHICLE

- ✓ Keeper Changes
- ✓ Scrapped Vehicles
- ✓ Stolen Vehicles
- ✓ Plate Changes
- ✓ MOT Dates

CUSTOMER

- ✓ Address Changes
- ✓ Deceased Flags
- ✓ Email Verification
- ✓ Phone Verification
- ✓ Duplications

OUR PROCESS



Data Export

We work with you and your system provider to extract your data securely.



Data Analysis

We identify data inaccuracies and produce a detailed analysis, highlighting the changes.



Evaluate the ROI

We provide a summary report and demonstrate the potential ROI based on our findings.



Data Provision

Upon your agreement to proceed, we provide the cleansed data for importing back into your system.

Ensure your data is working for you, not against you.