

## CASE STUDY

### A large Waste Disposal company

#### Client Requirement:

Waste disposal companies are required by law to provide a Standard Industry Classification (SIC) code for each of their customers. Our client needed not only to have a SIC code for every customer in their database, but also to ensure that, ongoing, all new customers have a SIC code.

#### Oblong Solution:

Their core existing databases consisted of 138,000 business customers, and we began by adding as many codes as possible by using our Unity matching software to match to our UK business universe and pull across SIC codes where there was a match. Then we used our AutoSIC software, which utilises millions of statistics on business names and SIC codes, to append further codes. Using these automated approaches we were able to append SIC codes to 94.5% of the data.

As the client needed as close to 100% of their database coding as possible, we then manually searched for the remaining businesses online. We conducted a variety of searches to try to find them, including using Google StreetView to virtually 'walk' down the customer's street to try and see what they did and therefore to code them.

Overall, using the automated and manual methods combined, we achieved 99.7% SIC coding of the customer data with just under 50% of the data having been manually reviewed.

Next, in order to keep the customer database up to date ongoing, we worked with a Salesforce solutions company to create a bespoke API. Now, each time a new customer is logged onto the waste company's Salesforce system, an automatic request is sent to our server, and our automatic systems apply a SIC code.

At the start of each new month our manual coders take the previous month's new customer records and double check them, filling in any gaps and adding standard company names to help keep the database tidy. The final data is then fed back to the client giving them a further boost to the quality of their CRM data.