

CASE STUDY

A business intel, media, events & training specialist

Full SIC coding typical example

A word from the client:

“Oblong (UK) is a trusted data services provider that enables us to perform customer segmentation in a reliable and timely fashion. Their ability to meet tight deadlines while maintaining the highest data quality and integrity is paramount to our partnership”

We frequently provide back-room solutions for business consultants or other data companies, effectively being part of their own IT department, and over the years we've handled quite a few SIC coding projects for this particular client. They generally require a fast turnaround solution and in the following example we had just 24 hours to complete the project. In this case the client offered to pay a premium to have the data processed as quickly as possible, so we re-prioritised our workload and met their deadline but we did not charge a premium, they paid their usual rate.

We received just over 5,000 customer records, mostly based in the UK but with around 15% international. The incoming data included a unique identifier for each record, company name, full address and country.

Automated processing added just over 4,300 SIC codes (an 85% success rate) and the system recommended a sanity/quality check on around 2,130 of these. Our price to the client for the Automated processing plus manual sanity check came to roughly £470+VAT and this gave them SIC codes on nearly 85% of their data with around half having been checked manually.

This left around 750 records where the Automated systems could not add a SIC code, and in this case the client needed as many SIC codes as possible, therefore, for about £260+VAT we undertook additional manual research to try to find enough information on these remaining companies to add a SIC code.

The total cost of the project was £730+VAT and our final success rate was 98% - great, but a little lower than we would normally achieve when using all of our methods because of the international element of the data being harder to research.

One day after receiving it, we returned to the client all of their data exactly as they had sent it to us (Excel Spreadsheet) with columns added to the end of each record containing broad industry codes and full SIC codes with corresponding text descriptions for both.