Customer Information Team Delivers Reliable Customer Contact Information with DaimlerChrysler's Customer/Owner Information Network (COIN)

With over 98% data reliability, DaimlerChrysler's customer infor - mation team drives product launch effectiveness, reduces operating costs and increases overall profitability

DaimlerChrysler Corporation (NYSE: DCX), a world leader in the automotive manufacturing industry with sales over $15 billion, recently announced its second quarter results. Worldwide retail sales for the Chrysler Group increased by 3% to 759,800 vehicles in the second quarter of 2004. The growth was primarily due to the launch success of new products such as the Chrysler 300 and 300C, the Dodge Magnum, the Dodge Durango and the new minivans. Factory shipments in the second quarter rose by 8% to 781,400 vehicles. These results validate the firm's tenacious focus on four strategic pillars: global presence, strong brands, broad product range, and technology leadership.

"The analysis and processing of our customer information contributes to a triple-digit return for our direct marketing programs."

J.J. Schultz, II
DaimlerChrysler,
Customer Information Architect

DaimlerChrysler relies on its customer database to enhance marketing effec- tiveness, and reduce operating costs. In this ongoing pursuit of excellence and quality, DaimlerChrysler's management team works with Group 1 Software to maintain an accurate, reliable customer database.

DaimlerChrysler maintains multiple operational databases deployed throughout the enterprise supporting various value-added activities, from customer service to marketing.

To glean maximum business value from this wealth of consumer knowledge, the automotive manufacturer consoli- dated all of these databases into one set of data stores – known as COIN (Customer/Owner Information Network). COIN, according to its managers, has quickly emerged as "the single point of truth."

DELIVERING BUSINESS VALUE

J.J. Schultz, II and James D. Williams, members of DaimlerChrysler's customer information team, have been able to consolidate disparate data to achieve an accurate single customer view within COIN. This implementa- tion is supported by Group 1 Software's enterprise data quality solution, DataSight™, which provides enterprise-wide correction, validation, and enhancement of customer data.

The technology supports DaimlerChrysler's enterprise data quality life cycle that includes the de-duplication, address verification, geocoding and address updating of all records in the system. With this rigorous commitment to continuous upgrading, measurement and analysis, DaimlerChrysler has achieved unparal- leled data quality levels in excess of ninety-eight percent.

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Data quality and the resultant reliability of COIN has led to several very important and measurable benefits:

- **Enhanced direct marketing effectiveness**

COIN has helped DaimlerChrysler to disseminate well-targeted messages to its customers and owners. Direct marketing effectiveness is a focus of the organization's continuous improvement initiatives. It's an on-going quest reflecting Chrysler's goal of delivering the right message at the right time to the right person.
In addition, with accurate customer information, DaimlerChrysler carefully evaluates the results of its direct marketing efforts to reduce waste and determine which campaigns have been the most successful. This in turn, adds to the company's growing knowledge base for future customer communications programs.

- **Reduced operating costs**

By creating a central data repository for all customer touch points, DaimlerChrysler no longer faces the time-consuming and costly process of reconciling the data differences among various databases. The firm has achieved savings by processing its own mailing lists using Group 1 Software products. For example, over 500 million pieces were validated in the last year. With over fifty million records in the customer database, a substantial improvement in data quality has delivered huge savings in mailing costs alone.

- **Increased use of data across the enterprise**

DaimlerChrysler's overall focus on quality, together with the customer information team's commitment to accurate and complete data, have contributed to a higher increase in the use of the data in COIN. Chrysler's business analyst teams are now able to access and generate marketing lists and analytic reports on customer information without IT staff assistance. The firm's advertising agency, BBDO Detroit, and its dealers have also benefited from improved quality and availability of data.

"Data quality was something we needed to do, but didn't know how important and how effective (the results) would be for the organization."

J.J. Schultz, II

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