

# Recognize Your Customer

“In the present competitive business scenario, database is the most imperative asset for each & every organization”;

The challenge is to keep the database accurate so decisions are made on trustworthy data. Our RYC services ensures that your databases are transformed into highly reliable source of relevant and detailed information base which can be used by your company for business development tools, data mining and for all kind of industry analysis. It is impressive to create a database so that the marketing team can utilize it properly for business purpose. The business data should be highly detailed, accurate and relevant. Our entire process of database building consist extensive market scans. Our RYC service includes:

## Data Generation & Collection:

Our database management team generates the data as per client requirement which is purely customized service. We also do the data collection by primary and secondary research both as per client requisition.

Primary Research - Telephonic, CATI , Face to Face, Online Surveys

Secondary Research  
- Print Media, Web Search, International Databases

## Data Updating & Standardization:

For any organization its database is priceless asset but at the same time it is also a fragile asset. If left on its own the database will perish with time. So it is very much important to update it regularly. Our database team support to all

our global clients in order to update their database as per their own requirement. Data captured is remodeled with exact and complete definitions resulting in removal of duplicate records.

#### Database

Re-Engineering & Refinement Practice:

In database

re-engineering practice, we assist to our clients in order to increase the quality level of their data. For such practices, data de duplication, data verification, data validation, data cleaning, data enhancement and data formatting activities are performed. In such practice we also do data profiling, segmentation and enrichment.

#### Database

by Blueprint:

Data is

collected from multiple sources, applications and in different formats. We also extract Sometimes with missing information and duplicates.

In this category

we do under mentioned research:

Email Research

Vertical Research

Address Research

We are progressively expanding

our Data Management capabilities and working closely with our clients and database owners advising and guiding them towards significance of Data Management and purification of their in-house databases. The database system enables building and designing lists for which different treatment strategies can be developed; plan/budget/schedule campaigns and monitor responses.

