



CCR data services set the benchmark for premium global brands — with Experian's gold standard products, services and knowledge

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#### ABOUT

CCR has grown rapidly and the company delivers the data services by using data resources — success is based on a lifelong partnership with Experian Marketing Services.

The latest development at CCR has been ADAM – a data processing platform. ADAM has been developed to meet the ever increasing demands of customers from a service and speed perspective, delivering data cleansing and data enrichment services.

#### SITUATION

CCR has set about precision engineering data management so that its clients know that the right messages get to the right customers— first time and every time. It's a compelling approach that attracts some of the biggest and most respected brands in the world.

Whilst clients may be diverse, they share a common need — all have to reach their customers faultlessly and seamlessly. This can encompass charities that must engage efficiently with supporters such as Asthma UK and Greenpeace, as well as luxury retail brands such as Bulgari and DAKS, which insist that the quality of their products is reflected in the quality of their marketing.

CCR's Chris Turner said, "Clients come to CCR because they know that our data, customer service and solutions are second to none. The simple premise is that we deliver the best to each and every client for each and every project. Quality is our differentiator — it's critical that our partners share our aims and have the capabilities to meet our demands if we are to maintain a competitive advantage."

#### SOLUTION

From the beginning, CCR has understood that its data management solutions will only ever be as good as the data they are based on.

CCR first selected Experian's 'Intact' solution in the late '90s to cleanse, validate, enhance and match its mailing data.



**“Every client in every sector knows that Experian sets the bar in data resource and expertise,**

**It saves us a lot of time; simply mentioning that Experian is our data partner helps us to instil immediate confidence in the power of our solutions and drive sales.”**

Chris Turner  
CCR

Chris Turner said, “We invested time in identifying the solutions that would support our objectives. We found much of what was available just wasn't good enough. Then we discovered Experian Intact: with both the solution and the company proving themselves head and shoulders above the competition.”

CCR defines effectiveness through a number of criteria, including the functionality of the software, the simplicity of use, the support available and critically the accuracy and comprehensiveness of data. Experian scores across the board and CCR's initial confidence has been vindicated, with the partnership providing the foundation on which it has built a highly successful and rapidly diversifying business.

CCR has grown from a direct mail specialist to data management solutions leader and the relationship with Experian has grown with it. It has led to increasing sophistication, both in CCR's products and the partnership. Chris Turner explained, “We used our strong Experian relationship to see where else they could take us. Where once we'd buy in something like Intact en masse and build a customised solution on top, we're now developing our own solutions like ADAM from the ground up, but powering them with Experian data resources, such as Absolute Movers and Contacts.”

CCR is reacting rapidly to a changing marketing environment, helped by Experian's depth and breadth of data and marketing expertise. Experian now provides segmentation insight through its Mosaic UK consumer classification, allowing CCR to enhance customer targeting and its cross-channel capabilities.

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## RESULTS

CCR's relationship with Experian has helped to deliver 30 per cent year on year growth, driven by solutions that meet and exceed clients' expectations. From its first forays into high quality direct mail for premium brands, Experian data, expertise and support has given CCR the platform to develop cutting edge solutions. Its latest 'ADAM' data cleansing solution, for example, is setting records in terms of speed and accuracy. With a limitless capacity, it could process 100 million records a day.

Experian delivers across CCR's three partner imperatives: Product; Knowledge; and Service. Chris Turner concluded, “Experian data resources are widely and rightly recognised as the best; they help us to translate these resources into innovative business applications and harness them to business objectives; and their customer service (from invoicing to account management to technical support) has been impeccable. CCR is successful because we have set a quality benchmark— one that has been founded on the Experian gold standard.”

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### About Experian Marketing Services

Experian Marketing Services is a leading global provider of consumer insights, targeting, data quality and cross-channel marketing. We help organisations intelligently interact with today's empowered and hyperconnected consumers. By helping marketers identify their best customers, find more of them, and then coordinate seamless and intelligent interactions across the most appropriate channels, Experian Marketing Services' clients can deepen customer loyalty, strengthen brand advocacy and maximise profits.

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