

Extracting Data From Promotional Event Slips for a Well-Established Resort

Taking the Lead: Increasing Your Bottom Line

A well-established Resort ran into a dilemma: due to the success of their promotional events there was a large volume of lead slips that would take years to process in-house.

The challenges that made processing these lead slips difficult included a two-step qualification check that was required to validate the promotional entry for each lead slip. These forms were handwritten which required rigorous attention to detail. In addition, the resort wanted to keep a detailed final count of each lead slip based on batch number, the event location, and vendor.

Quite often a good percentage of the lead slips were only partially filled out. After combing through the lead slips, if they did not contain the required information it would be considered non-valid and discarded.

Validating an Efficient Solution

After identifying the challenges, ARDEM designed a uniform solution in order to reduce the time required to extract the data and the overall operational costs. Once the lead slips were received, they were prepared and sorted to determine whether or not a slip was valid before scanning occurred.

Key Benefits

- **Manage Heavy Workloads**
- **Validate Addresses and Zip codes**
- **Increased Accuracy**

Outsourcing FAQs:

- **How Does Outsourcing Save Money?**
 - ⇒ Outsourcing is a strategic move that works as an extension of your team to optimize different processes. Our goal is to get things done faster, more accurately, and at a lower rate than doing it in-house.
- **What is a Common Reasons Outsourcing Fails?**
 - ⇒ While cutting costs is the largest reason many companies choose to outsource processes, it is important to aim for quality and investing in a good relationship. Ambiguity only hurts the process and without proper planning, it is easier for issues to occur.

Using the criteria provided ARDEM was in charge of validating the lead slips based on zip code, income, and age qualifications.

50,000 lead slips were sent every week, scanned, and processed using a double key data entry process which would also programmatically run a comparison of the data to ensure high accuracy of data. During the data entry process a second validation check was issued to ensure that non-valid slips were not being processed. All data was extracted into a single excel output and delivered through a secure file transfer protocol. Receipt of lead slips was documented and a log of received batches was sent to confirm acknowledgement of receipt.



Processing Positive Results

Using ARDEM's solution, this data extraction project that would have taken the Resort years in-house to process, was completed within a few months. The lead slips were processed quickly and accurately to be used in a large sales campaigns, yielding immediate results in cost reduction.

Due to the overwhelming positive results, the Resort also had ongoing discussions to outsource surveys with various open-ended questions. With the flexibility that ARDEM provides, this prominent Resort felt that ARDEM was the best partner to meet their goals and help increase their bottom line.





The longer it takes to extract the data from leads the more it reduces your chances of gaining a new customer. ARDEM provides flexibility and scalability to provide the most cost-effective solution!

About ARDEM Incorporated

ARDEM Incorporated delivers success companies looking to efficiently streamline their processes and improve ROI. We implement the world's most sophisticated Technology platform combining human interaction with advance technologies to automate business processes and lower operational costs.

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