



Verlagsgruppe
Weltbild

Protecting the Brand

Weltbild reduces costs and improves customer satisfaction through the use of Identity Systems technology.

An Augsburg-based publishing group, Weltbild GmbH is an internationally successful media and mail-order company. Over the past year, the company has grown to 6,900 employees in Germany and abroad and has generated revenue in excess of €1.6 billion (as of June 30, 2007). Weltbild sells media and media-related products, and it also publishes books and magazines. Twenty million customers regard the Weltbild brand as having carefully selected products and attractive prices. Seventy-eight percent of Germans recognise the Weltbild brand; for them, it embodies quality and credibility in the media market.

Direct Marketing is the key strength of Weltbild. Every month, millions of households receive a catalogue that offers books and media products. Weltbild also distributes two specialty catalogues.

“The most important thing to Weltbild is customer satisfaction,” said Thomas Seelmann, address management manager. Weltbild delivers a large number of catalogues through regular mass mailings and it is a challenge to identify the correct customer and household so that they only receive one catalogue per residence.

The customers get annoyed when they receive the catalogue more than once. Weltbild wanted to be able to identify a person or a household that they were

sending several catalogues to. This caused unnecessary production and postal costs.

Reducing/Avoiding Errors

The difficulty with eliminating duplicates starts with the complexity of the information when identifying a person, in the differing qualities of addresses and then error and variation like misspellings, nicknames or typing errors. Standardizing addresses, finding duplicates and deleting them was the first goal for the implementation of the Identity Systems technology. The source of these problems was the varying quality of the addresses. This was the main objective when implementing the Identity Systems solution.

The requirements for Identity Systems were that it had to integrate fully with existing system environments (MVS, AS/400, PC) as well as the current applications. Also, the system needed to be able to deal with processing large quantities of address data, deliver results in a speedy fashion and still keep good quality data.

Furthermore, the application had to be language independent. For example, the solution had to be flexible enough to work with different languages: German, French and Polish. The solution had to be applicable to addresses from different countries. “We did not want a black box, but the software technology had to be customisable and

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flexible enough to support the ever-changing business processes at Weltbild," said Seelmann.

In order to fulfil all of these requirements, Weltbild chose the software application SSA-Name 3™ from Identity Systems.

Customer Satisfaction

In collaboration with Identity Systems, Weltbild took one week to implement the system. SSA-Name 3 was chosen for address indexing, to search and match addresses in the Weltbild database.

"The Identity Systems solution provides the best results for discovering duplicates," said Seelmann. "Also, it is the best tool when planning the size of the mailing campaigns, such as new customer mailings to a specific target audience."

The solution is used to generate address keys to enable the searching and matching of names and addresses in the data system.

SSA-Name 3 is also being used to scramble addresses, by using a non-reconstructable match code.


Through the use of SSA-Name 3, Weltbild has been able to reduce mailing costs as well as increase customer satisfaction and eliminate sending multiple catalogues to the same person.

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For more information about Weltbild, please visit www.weltbild.com.



About Identity Systems

Identity Systems is the pioneer in enabling organizations to build and maintain high-quality identity data search and matching software solutions.

The company has been in this area of specialization since 1986, and has over 500 clients worldwide who rely on its robust, enterprise-wide software. For more information, please visit our website.

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