

Steve Kloss
Reynolds & Reynolds
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Steve,

I wanted to congratulate Reynolds for its latest product to assist dealers improve their marketing efforts. We went through the 'Dataclean' process to remove duplicated customer data from our ERA system, and I have to say it was an outstanding success.

Once we had confirmed the potential duplicates supplied from Reynolds, the Professional Services Consultants then applied this to our database. For all intentional purposes it now looks like the duplicated customers never existed, with all history and transactions moved onto the correct customer, and the incorrect customers deleted.

We now have a cleaner database and our marketing efforts are getting results, instead of returned mail. We will definitely be going through this process regularly to ensure our customer files remain squeaky clean.

King Regards

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