

Press Release

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DATA CLEANSING & GEOCODING FOR MICROSOFT CRM

Bucharest, London

Geo Strategies has recently announced the release of an Excel Add-in which allows Microsoft-CRM to link to SMARTaddress via the Cloud.

SMARTaddress provides address cleansing and geocoding services for Romania so this means that users of Microsoft-CRM can obtain these services for their CRM environment

An alternative approach to geocoding is to export data from MS-CRM, process it in SMARTaddress, and then re-import the cleansed and geocoded result back into their CRM: this is particularly suitable for very large databases.

The benefit of these two approaches to cleansing and geocoding address data is that Microsoft users can identify and plot the location of their customers on Google maps, Bing maps or in one of the various GIS systems now available.

As Big Data becomes a reality, many organisations are beginning to take advantage of the location element buried in their data: they can identify where their most profitable customers live and, associated with other data related to those locations they can understand their behaviour, assess their spending power and other more negative aspects such as their propensity for churn or their location related to crime hotspots which is important e.g. for insurers..

Location is key to unlocking the power of data and SMARTaddress unlocks it for Microsoft customers.

For more information please contact -

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