

CASE STUDY

Federation of Small Businesses (FSB)

Solution

Data Acquisition

Formed in 1974, the Federation of Small Businesses (FSB) now has more than 210,000 members across 33 regions. It is the largest campaign pressure group for small businesses in the UK.

Carolyn Spencer, membership recruitment consultant, is responsible for recruitment in the North West, Yorkshire, and parts of Central and East Midlands. There are six other people performing similar roles in different regions across the UK. She runs a call centre in Derby which makes appointments for her team of 14 consultants.

Data is vitally important to her. "We need to get good lists of potential members in the area," she explains. "We've tried single source suppliers like Experian and Dun & Bradstreet, but we found they just couldn't give us what we needed.

"Around 28% of our members are home-based businesses, but the traditional lists from these providers don't include home-based businesses".

So she tried Marketscan's composite data, and has high praise for it. She says, "Marketscan gathers its data from four sources and so contains many more of the companies we need to target. On top of this we've found it a good company to deal with. There's no such thing as perfect data, but there are fewer duplicates and inaccuracies than we got from other providers".

Spencer has achieved this dramatic improvement in data quality without any increase in cost. She concludes, "It might not work for everyone, but composite data has worked very well for us, and I can't see why we'd ever go back to using data from one source".

