

CASE STUDY

Minster Cleaning

Solution

Detailed business data to improve targeting

“There was an immediate benefit in having new data from Marketscan. It meant our franchisees could target a specific individual in a firm,” Mike Parker, Managing Director, Minster Cleaning

Background

Minster Cleaning is a leading provider of office cleaning services. The company operates nearly 40 franchises across the UK offering personal office cleaning services tailored to clients' specific requirements. When several franchisees approached Marketscan at a trade show to enquire about targeting, Marketscan researched the business and identified a need for more detailed data and focused mailings across the entire franchise network.

Objectives

It was clear each franchisee required new, accurate data so that prospects could be targeted precisely. Franchisees also needed a better understanding of where their business came from to get the most from their marketing and sales effort. The challenge was to understand the collective needs of the business as well as the individual needs of the franchisees.

What we did

Marketscan carried out detailed analysis of several franchisees to find out where the business was coming from. Franchisees were advised to focus on specific areas and sectors to achieve a better ROI. Old data was replaced and named contacts were provided so that franchisees could target specific individuals at specific types of premises. Marketscan worked with each franchisee in turn, taking into account the unique requirements of each business. More than 50% of the franchise network is now benefiting from Marketscan's data and targeting expertise.

Client benefits

New data supplied by Marketscan allows franchisees to target prospects by contact name, address, company name, phone number, business type and number of employees. Franchisees can identify who to target with their mailings to generate higher response rates and achieve a better return on investment (ROI). As a result, franchisees working with Marketscan have not witnessed the severe falling off of business experienced by other cleaning enterprises as a result of the economic downturn.

David Steele, IT Manager, of Minster Cleaning, who was previously tasked with the manual de-duplication of data, said: "With Marketscan, we not only benefit from better data and targeting, but also much faster implementation." Mike Parker, Managing Director of Minster Cleaning, added: "The Marketscan team is responsive and understands our business, particularly our needs for a cost effective solution."

