"Friendly data cleaning" turns your customers into outsourcing partners!

Your customer database

Data download

Corrected customer data

polyPod

Data wallet

Virtual server

Feature store

Incentive
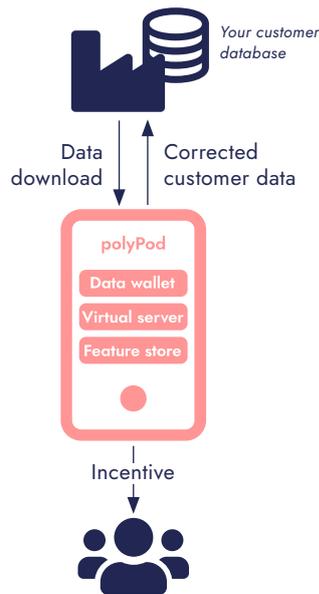
Impeccable address maintenance is a key success factor for every company.

The process of keeping your own customer database in up to date and high quality is time-consuming, costly and error-prone. Valuable customer data is lost because addresses or phone numbers have changed. Even small typographical errors mean that invoices, mailings or important information do not reach your customers.

With "Friendly Data Cleaning" you can outsource the effort to your customers!

✓ Minimise the effort and costs involved in maintaining customer data.
✓ Optimise your data quality directly through the data source "customer".
✓ Eliminate legal risks with data that is GDPR compliant by default.
✓ Maximise customer loyalty and create trust through incentivised outsourcing.

1.

Provide your customers with the polyPod. Using an integrated download feature, customers can download their personal customer data directly to their mobile phones.

2.

Offer your customers an incentive to correct their data. Vouchers, micropayments, discounts — the right solution for every company.

3.

Your customer correct their personal data and release it back to your company. You can then access the data automatically and in compliance with the GDPR.

Once or forever, whatever suits your company!

"Friendly data cleaning" does not have to remain a one-off action, but can be a continuous automated process in which your customers, as reliable outsourcing partners, take care of the maintenance of your customer database. You make your customers partners — transparently, fair and sustainably, and thus lay the foundation for the future of your customer loyalty. Because once the polyPod is on the device, the integrated virtual server enables an algorithm-based collection of valuable data insights and the integrated feature store enables you to offer new services directly to your customers.

Let's find the perfect solution for your company: hello@polypoly.com