

Swift Data



Swift Data acts as a staging platform. Dirty data is fed into it, changes to the data are made and stored then clean data is exported and returned to the client.

The cleansing process works in two ways. Firstly where email addresses are available contacts are sent a message containing secure login details. When the login link is clicked, the recipient is taken to a data amendment screen where their details are displayed. They can change these details. Any changes are sent back to the client in an email and they can be approved or rejected. The cleansed data is stored in the system. When all changes have been made the data is exported as a .csv file.

- The system sends the original email asking the recipient to click on the link. Two subsequent reminders can be sent to recipients who have failed to amend their data. Anyone who has submitted their cleansed data will be automatically removed from the reminder list and will receive no more emails from the system.
- Secondly, where no email address is available, the system can be used to export a list of uncleaned data, along with addresses, usernames and passwords. These can be used in a traditional mail merge where letters can be sent to contacts (instead of the invite and reminder emails) within the process previously outlined.
- The system enables clients to categorise their data. This is recommended as recipients often have questions or require clarification, so breaking the entire database down into manageable sections is preferable. Up to 20 categories can be added.

Emails are automatically sent as both HTML and plain text, giving them the best chance of being read by the recipient's system. Personalisation (Dear John) is available on each email sent. As they are sent individually by the server, each email is secure and more likely to avoid Spam filters. Recipients will receive an email that appears to come direct from the client's nominated address.

The annual service charge (£150 plus VAT) covers software updates (added automatically), server storage and bandwidth. It is due each year on the anniversary of the purchase date.

- Swift Data can be amended to suit clients' individual needs. If a client requires more functionality than the "off-the-shelf" system, please contact IHM Services to discuss the options available.

IHM Services can also provide data cleansing consultancy services including advice on initial collation.

Data is stored securely – only the client has access to it.

The client can also set up user preferences so that only specified people can access, download, delete, amend or export data.

A Swift Data demonstration can be found at www.SwiftFeedback.com



IHM Services Limited
PO Box 186, York YO23 1WT
Tel: 01904 624928
www.ihmservices.co.uk