

## Creditsafe Case Study

### Online List Purchasing

Creditsafe is a rapidly growing supplier of business information and prospecting solutions to clients throughout the UK and Europe. Creditsafe services over 35,000 clients via offices in Sweden, France, Holland, Belgium, Eire and the UK with high quality business information and prospect lists.

As an innovative company, Creditsafe wanted to empower their customers to have simple and speedy access to marketing lists online. New and existing customers had to be able to use an intuitive yet productive online portal that would allow users anywhere in Europe to logon and build their own targeted prospect selections.

Users had to be able to purchase and download lists immediately, giving them an unparalleled ability to run many campaigns and rapidly respond to changes in their market.

An exhaustive evaluation of the market resulted in Blue Tahiti Software (BTS) being chosen to provide the solution.

The BTS solution was identified on grounds of usability, performance, cost of ownership, productivity, and importantly, speed of implementation. BTS were able to commit to providing a solution that could be taken from initial analysis to go-live in under two months. This time frame included supporting the company in building a business case, designing the database, customizing functionality, implementing the security model, training and launch.

Creditsafe launched the online solution called Premium Data Lists (PDL) in France with an initial email campaign in August 2007. An exceptional leap in list sales resulted within the first month, and a continuously mounting stream of orders from new and existing clients has flowed in ever since.

The BTS solution allows a user to define a single selection which can then be downloaded as multiple campaigns with full control over exclusions. New users automatically receive a password via email and can immediately start running counts. In order to download lists they may then use online payments or have an account set up with Creditsafe. For account customers the system checks the Creditsafe back-office systems for available credit before allowing a user to download a list.

As with all other BTS partners, Creditsafe chose the option of using BTS's secure hosting services for the provision of all database, web server, connectivity and backup infrastructure, allowing them to concentrate on building their business.

Olivier Leclercq, IT Data Quality Manager said, "At all stages of implementation, we found the process to be quick, simple and painless. Being web based, our customers can access the system from any location without the need to have any software installed on their PC. The simplicity of the system has attracted many new customers who are able to purchase targeted lists without any input for our staff, resulting in significant savings for the business"

To find out more or request  
a free demo please call  
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