PUBLIC SECTOR INTELLIGENCE & ANALYSIS YOU CAN TRUST

Customer Analysis & Potential - Report

For - A.Client | May 2020

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OSCAR RESEARCH
INTRODUCTION

As the market leader in Public Sector data we have an unrivaled universe of Government and Public Service organisations and structures upon which to build insights and as an informed gateway to providing new and enhanced Public Services data for clients.

This CAP report uses the Oscar database as a benchmark to match and profile your current Public Services customer data; providing both Intelligence and Enhancement potential and helping to ensure data protection compliance via identification of the legal status for current and new prospect and customer organisations.

Elements of the report are linked to the data source enabling us to provide updates where appropriate. Content and configuration of the report can be discussed with your account manager.

Content and visuals are the property of the commissioning organisation. Supplementary (enhancement) data and new data costs are provided in a separate document.

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HOW WELL DO YOU KNOW YOUR DATA?

Successful companies understand the value of their data and their valuations depend on sound applications of that data. Increasingly venture capitalists, financial analysts and board members will expect startup, public company and other organizational leaders to explain the value of their data in terms of opportunities, top-line growth, bottom line improvement and risks.

FOUR STEPS
TO CLEAN, COMPLIANT DATA

Audit

Overview and Audit of the data, including field coverage, volumes and analysis.

Data Match

We use the renowned Oscar database as a benchmark to match and profile your current Public Services customer data.

Enhancement

Intelligence and Enhancement potential. Helping to ensure data compliance and accuracy.

Recommendations

Summary of findings, recommended actions and objectives.

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CURRENT CUSTOMERS & PROSPECT ANALYSIS

Overview and Audit of the data supplied to us. Including field coverage, volumes, a map view of the data and other insights we are able to produce from the raw dataset.

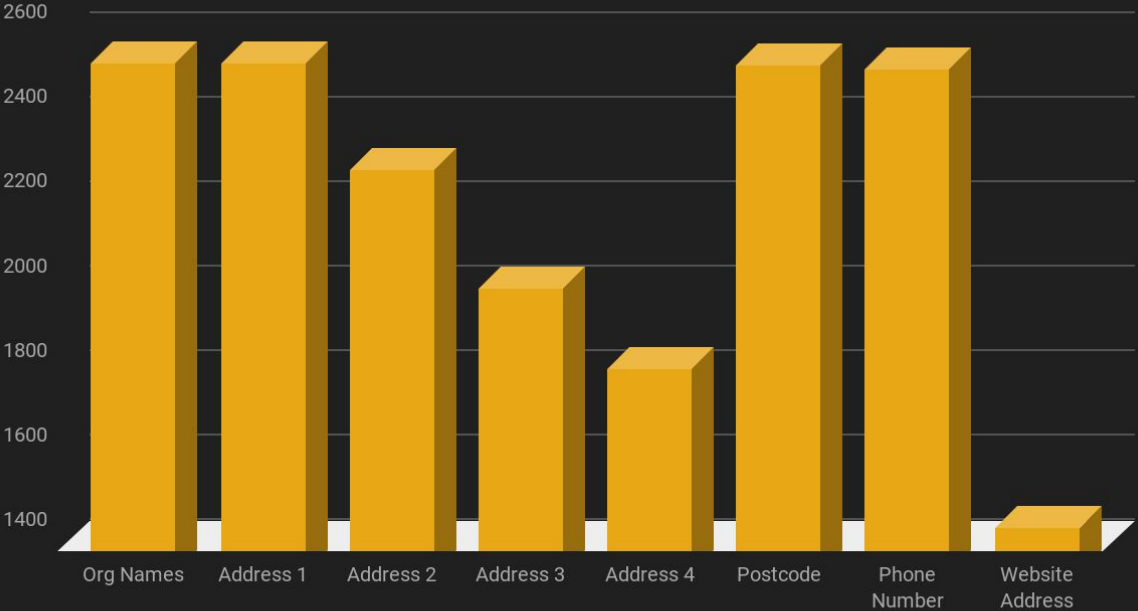Current Organisation, site and contact volumes -

Client Database Analysis	Volume
Total Organisations	2528
Total Contacts	2008
Total Sites	2522

Total Sites
35.7%

Total Organisations
35.8%

Total Contacts
28.4%

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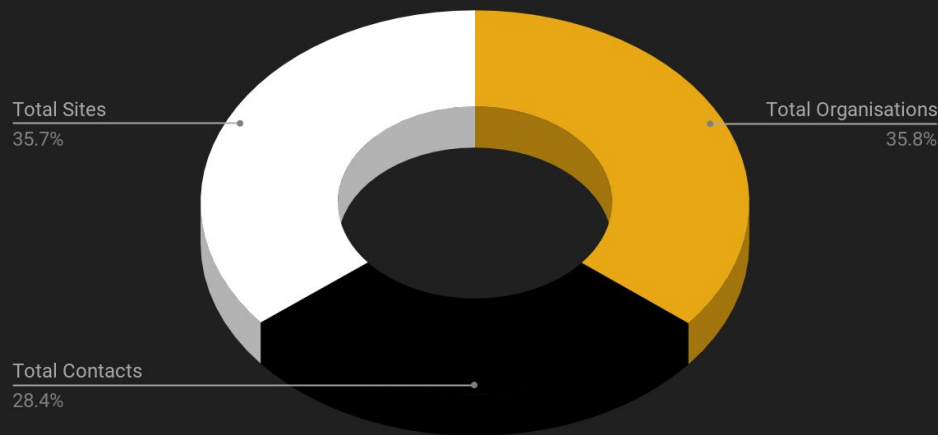
Current Data Audit

Audit of Current Data Fields	Volume	% of Total
Volume of Org Names	2529	100.00%
Complete Address 1	2529	100.00%
Complete Address 2	2279	90.11%
Complete Address 3	1997	78.96%
Complete Address 4	1806	71.41%
Complete Postcode	2522	99.72%
Complete Phone Number	2516	99.49%
Complete Website Address	1430	56.54%

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Customers Vs. Sales Area

Table/Chart showing the breakdown of client volume by sales area.
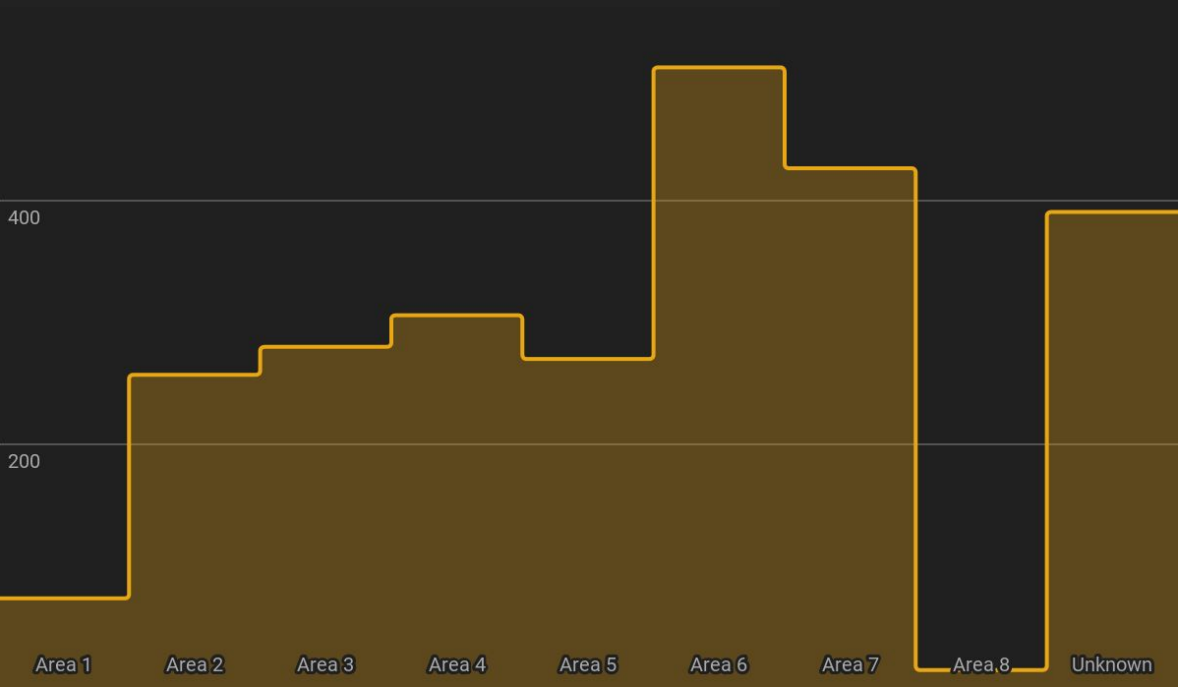
Sales Area	Current Clients per Area
Area 1	73
Area 2	257
Area 3	280
Area 4	306
Area 5	270
Area 6	510
Area 7	427
Area 8	14
Unknown	391
Grand Total	**2528**

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HEAT MAP
CURRENT DATA

This map shows the spread of your current database across the UK. The most densely populated areas are red, followed by yellow and green. Where there is no coverage the map is white.

MATCH OVERVIEW
OSCAR DATABASE

The following tables provide an overview of the level of matching to the Oscar database and resulting analysis of duplicates and other data issues. Insights and analysis based on the matching are also provided as well as a list of available data enhancements.

Status	Volume
Matched	1875
Non Public Services	653
Grand Total	**2528**

Those that are identified as duplicates or requiring attention will be specifically flagged in the dataset returned to the client as part of the overall matching flags.

Oscar Benchmark Match	Volume
Total Organisations	1875
Total Posts	1234
Total Sites	1842
Probable Organisational Duplicates*	238
Require Attention**	607
Dead Organisations***	40

*Two or more client organisations matched a single Oscar organisational record. This is typically due to variations in naming of organisations in the clients database.

** The number of records with incomplete core data (org names, addresses etc) that either made it impossible to match or require remedial work to make them useful for correspondence and analysis.

*** Organisations that no longer exist. In some instances we may be able to provide their replacements or equivalent.

ANALYSIS & INSIGHTS

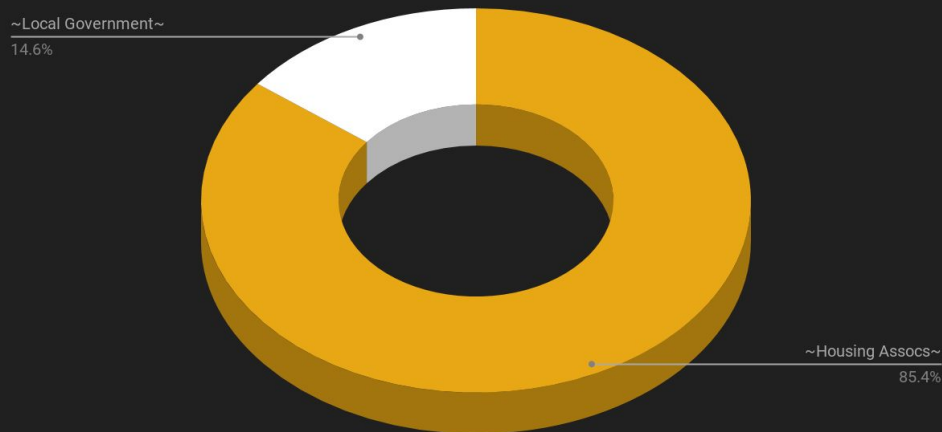Current data breakdown by Government Sector and Organisation Type:

Data Types	Current Orgs
~Housing Assocs~	1601
~Local Government~	274
Grand Total	**1875**

~Local Government~
14.6%

~Housing Assocs~
85.4%

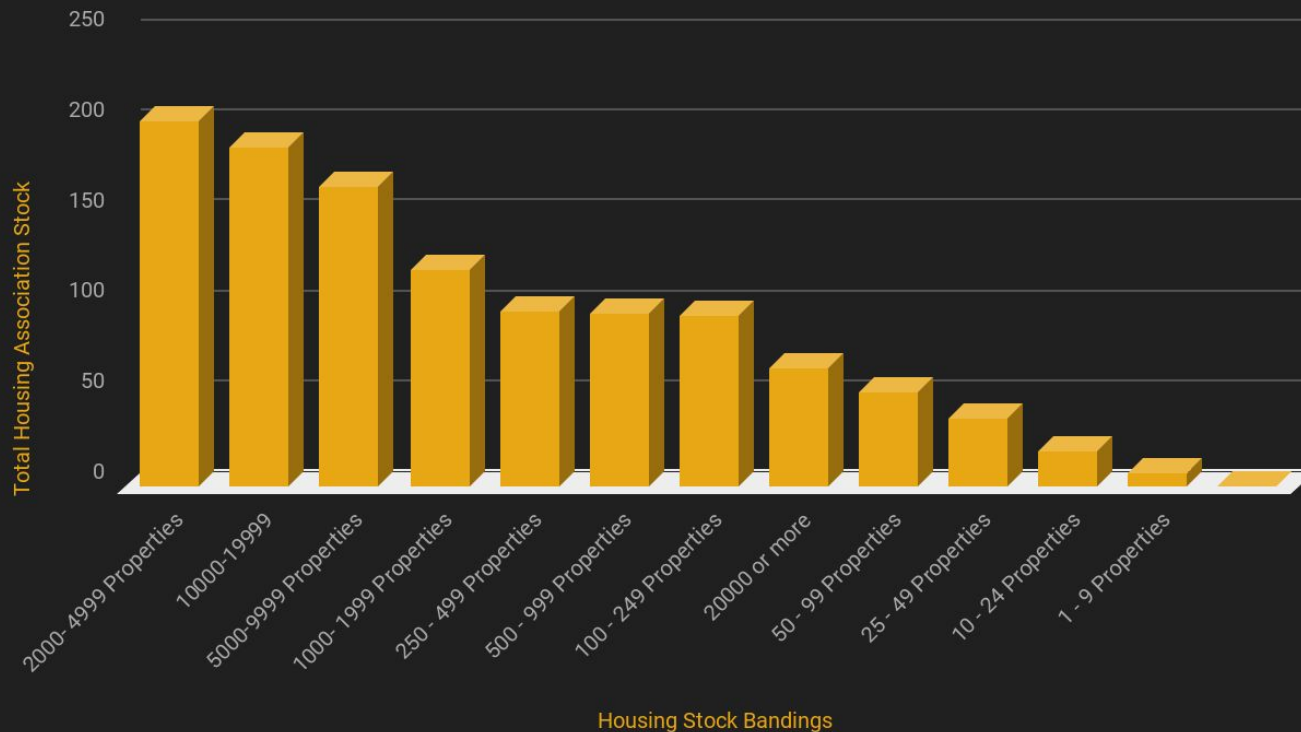# SECTOR SPECIFIC ANALYSIS - HOUSING ASSOCIATIONS

Chart showing the client's current Housing Association customers by number of units in management.

HOUSING ASSOCIATION - TENANCY TYPES

Table showing the breakdown of the clients Housing Association customers by the primary type of Tenants.

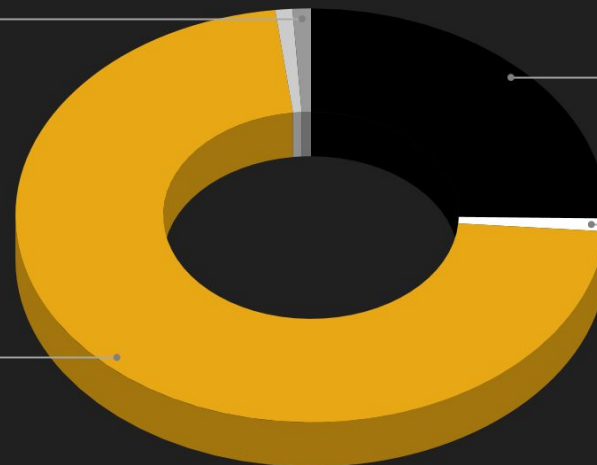| Primary Tenant Type	%
Elderly	25.23%
Family/Couples	1.00%
General	71.83%
Rehabilitation	0.94%
Single/Young People	1.00%

Single/Young
1.0%

Elderly
25.2%

Family/Couples
1.0%

General
71.8%

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SECTOR SPECIFIC ANALYSIS - LOCAL GOVERNMENT

Chart showing a count of current customers by specific type of council.

Specific Type of Council	Number of Orgs
District Council (Northern Ireland)	2
English County Council	7
English Non-Metropolitan District*	148
English Unitary Authority	45
London Borough	30
Metropolitan Council (England)	28
Scottish Unitary Authority	7
Welsh Unitary Authority	7
Grand Total	**274**
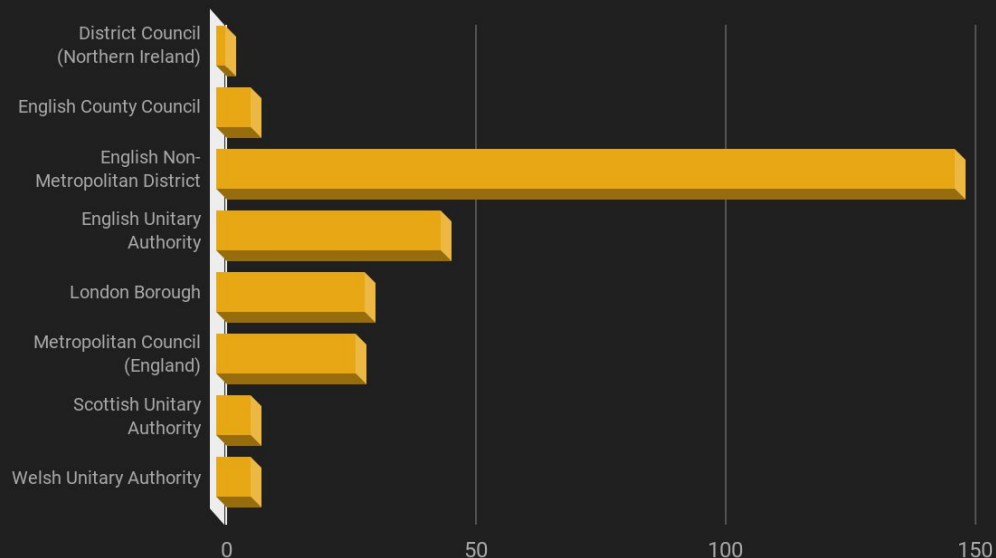
*English Non-Metropolitan District councils make up half of all council types in the UK.

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AVAILABLE DATA
ENHANCEMENTS

Available Volumes for Enhancements to Customers Data. The table shows the additional data that can be appended to your current file, the returned dataset will show flags accordingly. Your account manager will provide a discounted quote for the various enhancement options.

Organisational Data Elements Available	Volume of Available Enhancements
Organisation Names	187
Complete Addresses	29
Phone Numbers	10
Website Addresses	323
Organisation Type Categorisation	1881
Stock Size	1216
Turnover	310
Legal Status*	1875
New Post Data	
Job Title	114
Level of Management	1234
Email	238
Post Responsibilities	1234

*Legal Status - this is the specific Legal Status of the organisation and is an important part of deciding on the correct legal basis for processing and communicating with data under PECR and GDPR regulations. We therefore always recommend having this data appended to client datasets.

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OSCAR UNIVERSE &
NEW DATA POTENTIAL

Based on the identified organisation types from the client, the following net new organisations and data are available from the Oscar database. Further analysis of these are available on request and costs and details are provided in the accompanying quote. Your account manager can discuss all aspects of this with you in detail.

New Data Overview

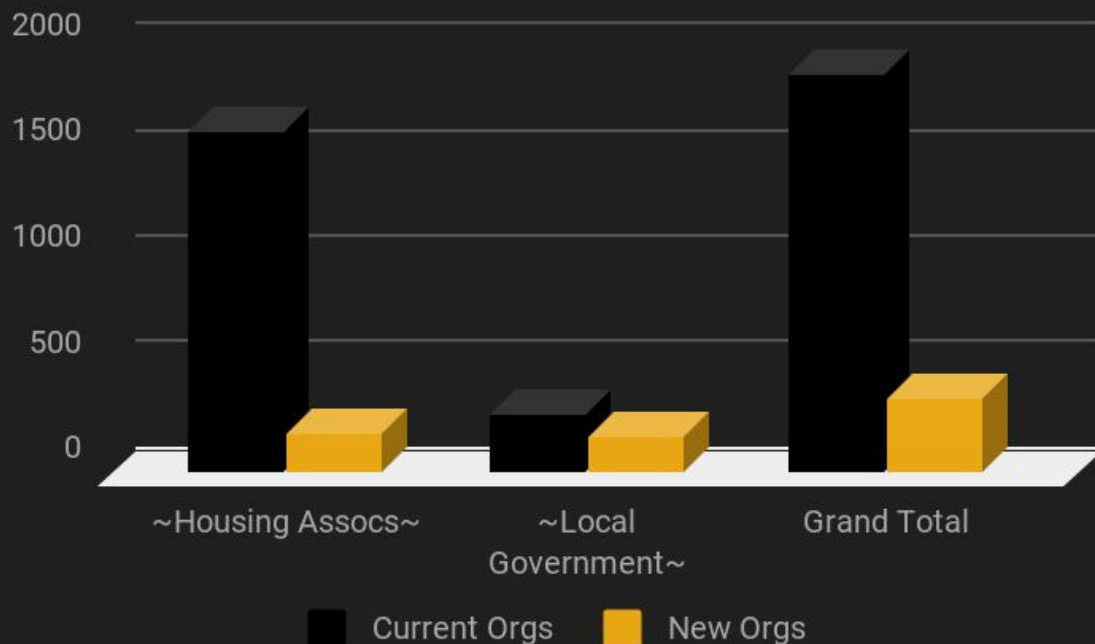| Client Database Analysis	Volume
Total New Organisations	344
Total New Relevant Posts	2521
Total New Sites	344

Analysis of New Organisations by Area of Government

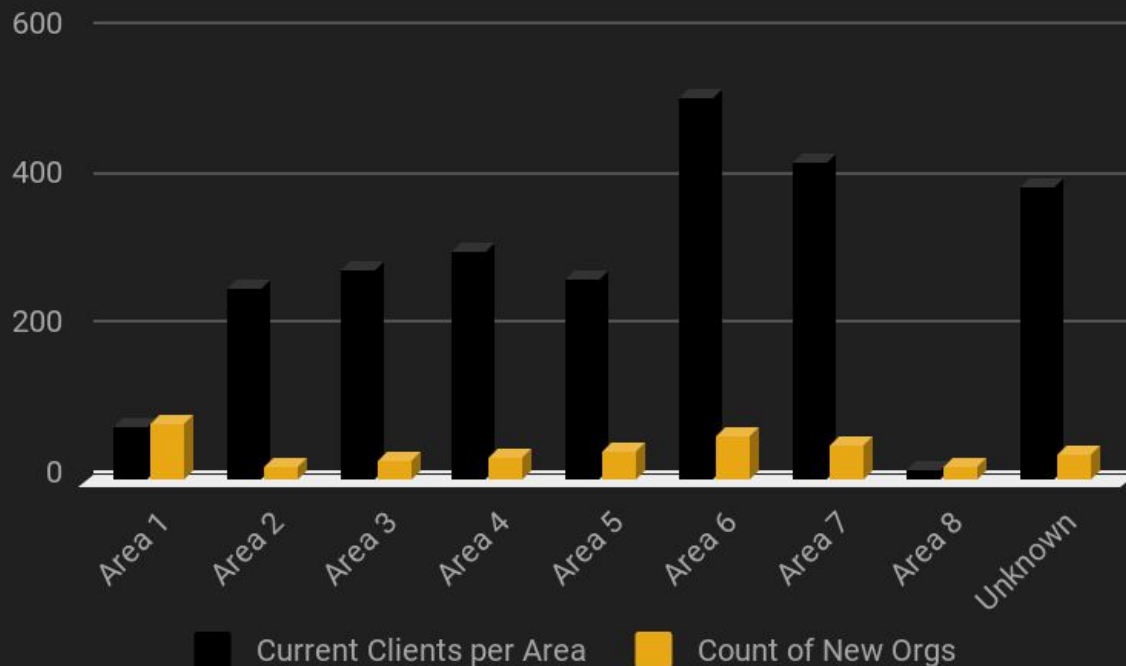| Area of Govt	Count of Orgs
Housing Assocs	184
Local Government	160
Grand Total	**344**

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NEW DATA vs OLD
CURRENT ORGS

Comparison Visuals between existing customers and new oscar data by Organisation Type.

NEW DATA vs OLD
CLIENTS PER AREA

Comparison Visuals between existing customers and new oscar data by Clients per Area.

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HEAT MAP
NEW DATA

This map shows the spread of the new data across the UK. The most densely populated areas are red, followed by yellow and green.

SUMMARY &
OVERVIEW

The report shows an established business with strong existing coverage of customers across 2 sectors of Public Services - namely Local Govt and Housing Associations (coverage being particularly strong in the latter). There is a clear bias in the current customer base towards larger housing providers dealing with general and elderly housing provision. This is no doubt a reflection of the service type and market.

It is also significant that 74% of the client base belongs to Public Services (the remaining 26% being outside of the scope of this report and being other private businesses/sole traders - primarily contractors in this instance).

It's worth noting that following automated and manual matching, we believe every Public Service organisation in the file was identified. The matching level and resulting analysis provide good insights into the clients Public Services coverage as well as potential for net new data.

The data provided was in generally good order, though there are a set of recommendations for improvement below.

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OUR RECOMMENDATIONS

There were quite a high number of organisational records that require attention (core data being incomplete) these are flagged in the file returned to the client and remedial work on these records would help with both the clients own data usage and indeed future data matching and analysis.

There is a recommendation for the review of the organisations identified (and flagged in the returned dataset) in this report as being either potential duplicates and also those that have been identified as dead (gone). The extent of this work will depend on the current data structure and CRM system in place, but ultimately would definitely merit some time spent investigating, merging and de-duplicating.

On the organisational side, as a result of not all organisations being Government/Public Bodies, we would also recommend the inclusion of the 'Legal Status' field (specifically to identify those Housing Associations that are either of PLC/Ltd/LLP status vs Sole Traders and Partnerships). This may assist the client with their own external communications and marketing in regard to GDPR and PECR regulations.

The coverage of posts and post holders is patchy and we would recommend work be done to increase the coverage of posts and also to enhance existing postholder data (available data can be seen under 'Match to Oscar - Enhancements Available') .

In regard to new data there is scope to increase the coverage of the Housing sector by 13% and the Local Government sector by 58% via the new organisations identified in this report. We'd welcome further discussions with the client in regard to both the analysis of these new organisations for best matches factoring in the size and type analysis now available and to take the clients own thoughts and experience into account. Likewise with the supply of new posts and post holder data and more broadly what form a data feed and subscription might take to best suit the client.

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