Polish rough diamonds

Years of collecting customer data can result in a valuable asset for companies. But what to do if the data is not stored in a suitable format for future projects, or if duplicate data affects quality? This is precisely the question that zkipster, a start-up in event management software, posed to b-data. In response Olivier Benz, Managing Director of b-data, analysed, structured and cleaned up the data.

Client: zkipster – The leading event management software for the world's best events

zkipster offers a smart software package for event planning professionals. The young company has established itself in the area of invitation-only events for media companies, financial services providers, governments, luxury goods companies and the art scene. Its app was even used at the Oscars after-party. It enables organizers to manage their events before, during and after the fact. Event professionals use zkipster for its fast, reliable, and secure online invitations and guest list functionality. Various features simplify the check-in process of guests and – as importantly – the app offers powerful post-event reporting. For example, it is possible to evaluate who has registered, who actually participated in the event and who canceled.

Requirement of the client: Polish our rough diamonds – the customer data

David Becker, CEO of zkipster, describes the company's dilemma like this: «After five years of collecting customer data, we came to the conclusion that someone has to clean up our database», he says, adding that there was simply a lack of know-how at zkipster to do this work themselves. Becker states further that, since the data was the company's treasure chamber, not everyone could be allowed in. While searching for a suitable partner with experience in data analysis and data cleaning, zkipster came across b-data. «We trust in b-data. It's a Swiss company and we feel more comfortable handing over such responsibility to a Swiss entity – although we do our main business in the USA. Olivier had free capacity and we decided to support each other as start-ups».

Benz was assigned the task of analysing and structuring the data. The main problem: When zkipster started to build the software about five years ago, it was unclear where this start-up's journey would lead and what information should be stored in the database. The main focus had been placed on functionality, because only software with the right features could be sold to the customer.

Solution from b-data: Tidy up the treasure chamber and sort the goods

Improving the data quality required numerous clean-up mechanisms. For example, Benz analysed exactly how much guest data had been uploaded in recent years. Before that, zkipster only knew that around eight million guests had participated in events managed by its software. In addition, Benz had to resolve duplication of information issues. There were many guests who were invited by several customers and were therefore recorded several times.

Conclusion: Clean data is the foundation of CRM intelligence

«We already have initial results. Moreover, we have very quickly gained knowledge important to our company: very specific knowledge that did not exist within zkipster, to which we had no access and for which we could not afford a full-time employee», says Becker summarising the collaboration with b-data. «Olivier was available at the right time, he supported us in a very professional manner and achieved great things in a short period», Becker adds. Through the work of b-data, zkipster now has a good starting position in terms of understanding its data trove, which is very important to the plans the young company has. For its customers, zkipster wants to improve its CRM intelligence so that they can quickly assess who their most important guests are at an event. However, before moving on to Machine Learning, one needs tidy, clean data.

zkipster

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