



A DDC OS CASE STUDY

Health

Pregnancy &
Parenthood Support

DDC 
Outsourcing Solutions



99% It's a success!

accurate data consistently
provided and delivered
within **48 hours of receipt.**

Overview

The client is a dynamic and innovative direct marketing business providing below-the-line support to major pharmaceutical companies and other leading brands and services focusing on expectant and new mothers. For the last 48+ years, they have been developing information and marketing channels through the healthcare environment, retailers and their own channels and distributors.

Client's Needs

The client needed highly accurate data in a fast turnaround. The data centred around pregnancy and newborn babies, and therefore the information needed to be dealt with in a sensitive manner. As well as processing and delivering high-quality, time-critical, accurate data to the client, it was important that we upheld the client's brand and reputation to help deliver a seamless outsourcing solution.

A woman with dark hair, wearing a dark blue shirt with white polka dots, is sitting at a desk and working on a laptop. She is smiling and looking towards the right. The background is a bright, modern office with large windows and light-colored curtains. Overlaid on the right side of the image is the text 'Highly Accurate Data' in a large, bold, blue font. The word 'Highly' is on the top line, 'Accurate' is on the middle line, and 'Data' is on the bottom line. The text is slightly transparent, allowing the background image to be seen through it.

Highly Accurate Data

Our Solution Summary



Data consistently provided and delivered within **48 hours of receipt.**



All sensitive data updates were completed within **12 hours of receipt.**



Hybrid operational delivery provided remotely in UK with further support in Philippines.



Post Room was the first stage of the process - it was vital that sensitive updates were picked up here and all databases updated immediately.



Manual scanning - the paper-based documents were transferred to an electronic format.



Data capture - all relevant personal information that was provided by the client's customers was captured and transferred to the master database via secure server.

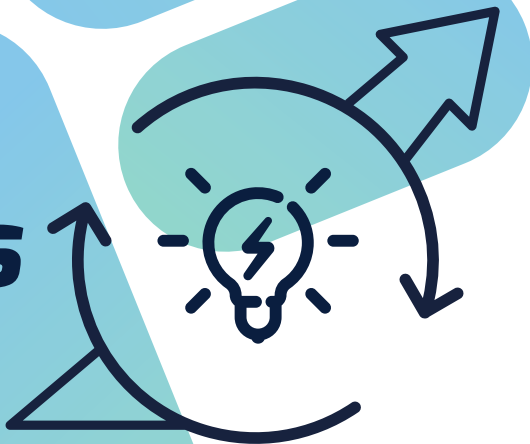


GDPR upheld at all times - following ISO procedures all data was stored securely before being safely destroyed in line with the data retention policy.

Key Success Points

99%

accurate data consistently provided – well above SLA.



All onshore data capture was mirrored offshore.



Turnaround time of 12 hours on sensitive data, managing approximately 1.7 million records per year.



Quality consistently delivered.



Very smooth transition - achieved by our very detailed onboarding plan.



One of the biggest things that impressed this customer was how we represented their brand and took their values on board with every decision we made. They had been let down by their previous outsourcer and we were “a breath of fresh air”.



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