



# Midmark improves data quality within Oracle E-Business Suite

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## About

Midmark Corporation is committed to providing innovative products and solutions to healthcare professionals around the world. Offering full lines of exam and procedure tables, digital diagnostic solutions, and more, Midmark is focused on continuously improving workflows and enhancing patient-caregiver interactions within the medical, dental, and animal health markets.

## Objective

Midmark encountered issues with data quality, specifically noting that inaccurate addresses were a disruption to their distributor business model. Their dealers provide the customer address information to Midmark; however, when the address is undeliverable and packages are returned, Midmark customer service and logistics departments must then deal with these issues after the fact.

Undeliverable packages resulted in costly returned shipment fees, frustrated delivery drivers and additional workflow for customer service representatives who had to identify the correct shipping information.

Midmark sought a solution to correct address errors in real time within their ERP system, Oracle E-Business Suite.

## Solution

Midmark implemented Experian tools within Oracle E-Business Suite to quickly and accurately capture addresses at the point of entry. The software allows call center operators to capture an accurate address with fewer keystrokes.

## Results

Midmark performed an ROI analysis with the distribution and logistics managers to measure the value of Experian tools. The tool was implemented in November 2013. Since the go-live date, Midmark has seen zero address corrections or charge-backs on any newly acquired address, leading to significantly lower monthly fees (as only existing data now leads to issues). Moreover, the team has seen time savings that amount to \$3,600 each year as well as improved customer satisfaction.

While Midmark does see some chargebacks, these issues relate to addresses that existed in Oracle E-Business Suite prior to November 2013. This realization now reinforces the importance of overall data quality and has led Midmark to investigate potential data hygiene options in 2014.

### Data quality concerns

Midmark was concerned about the quality of addresses collected through their distribution network. The organization needed a way to cleanse information received from their dealers, as well as ensure their customer service representatives in the call center could verify address accuracy, in a quick way, at the point of entry.

Experian offered an integration directly into Midmark's Oracle E-Business Suite ERP system, making the process of cleaning existing data seamless. In the call center, when an agent adds a new customer or updates an account, he/she can quickly update and verify the address while the customer is still on the phone.

Midmark Customer Experience Global Process Owner, Danielle Dershem, remarked, "it was important for Midmark to have a quick and easy implementation, as well provide our customer service representatives a fast process to verify customer data. We could not add additional time to the CSR workflow. Not only did the implementation go completely smooth, Experian's address validation tool has been a great addition to our process flow. We did not expect that it would actually save time for customer service while entering customer addresses. This was an additional advantage we were not expecting, but we were pleasantly surprised by."

### Conclusion

With address verification built directly into the workflow, the organization has proven ROI with cost savings experienced from the investment in Experian tools. The call center agents are able to reduce call handle times and provide a seamless customer interaction.

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"The drill-down approach makes data entry a lot faster now. We save, on average, 13 seconds per address entered."

— Jennifer Garrison, CSR, Midmark

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We helped the Midmark improve business efficiency and enhance their customer experience. How can we help you?

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