

-- 5 March 2009 --

Royal Society of Chemistry chooses DataSalon for a fully-integrated 'single customer view'

Flexible web-based solution integrates data from 12 different systems to provide management, sales and marketing teams with a single point of access to all customer data.

The Royal Society of Chemistry (RSC) announced today that they have adopted DataSalon's product MasterVision in order to establish a complete 'single customer view'. The solution cleans and integrates all of the RSC's existing data sourced from 12 different systems, and builds a single record for each customer.

This new, fully-integrated customer view presents major new opportunities for the RSC's sales and marketing teams. The detailed analysis and segmentation which is now possible will further enhance the relevance of customer communications, and different types of customer data will be cross-referenced to create targeted cross-selling campaigns closely tied to each contact's interests. MasterVision also handles different levels of customers (individuals, institutions such as academic libraries, and larger consortia).

MasterVision is a fully-managed web-based service which provides users with an extremely friendly interface to search, analyse and export their customer data. The system also provides a range of visual reports including pie charts, bar charts, cross tabs and maps: all enabling staff to explore and visualise their customers in a variety of different ways. Management dashboards are also included, combining charts and tables into a single view to provide one-click access to essential management stats and trends.

Andrew Nightingale, Business Development Manager at The Royal Society of Chemistry said:

"The single customer view which we've established will now become the central focus for all our sales and marketing plans. We're really excited about the positive effects this will have both for our staff and our customers. In working with DataSalon we've completed a very complex project remarkably quickly and painlessly, and we've been extremely impressed by how well the entire implementation has been managed."

Nick Andrews, Managing Director of DataSalon said:

"We are delighted to have been selected by RSC to integrate all of their customer data, and to be able to demonstrate the flexibility of our MasterVision product in merging such a wide range of rich data sources. It has been particularly pleasing to model the relationships between individuals and their institutions within the system. We're looking forward to continuing to work closely with the team at the RSC to ensure that MasterVision delivers excellent value for money through better customer insight and communications."

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[Notes for editors on following page...]

Notes for editors

- The Royal Society of Chemistry is the largest organisation in Europe for advancing the chemical sciences. Supported by a worldwide network of members and an international publishing business, our activities span education, conferences, science policy and the promotion of chemistry to the public. Our website is at: <http://www.rsc.org>.
- DataSalon Ltd is based in Oxford, UK and specialises in providing flexible and powerful tools for data integration and analysis which are also extremely user-friendly and easy to implement. DataSalon has a strong existing client base in the publishing industry, including Oxford University Press, BMJ Group, and JISC Collections. Our website is at: <http://www.datasalon.com>. Please note the correct use of our name: DataSalon (capital 'D' and 'S' with no space)
- For further information about this release please contact:
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