Providing effective solutions to your consumer data problems

Hilite have been operating for more than twenty years and are recognised as the UK's premier list broker in the gambling and health sectors. Testament to their quality of service is that they are appointed sole list broker for more than 150 lists and have longstanding relationships with many of the data owners.

The Challenge

- The incumbent bureau would typically take 3 days to output orders causing a loss of revenue.

- Some orders were being re-run due to errors or data inconsistencies, a higher quality of service was needed.

- A cost effective solution was sought that would address all Hilite's needs without impacting on margins.

Our Solution

- Our counts & orders team provided 12 hours per day cover each working day allowing for orders submitted, even at 6pm, to be output by start of the next working day.

- SLA, as part of the contract, provided a guaranteed minimum of 98% accuracy on all orders output with penalties for non performance.

- Included in SLA was a guaranteed response to any email within one hour from receipt.

The Result

- Order processing turnaround times, that previously averaged 72 hours, reduced to less than 24 hours.

- At least 50% of orders output the same day they were received.

- 'Top-up' orders were immediately actionable which, in turn, yielded revenue previously not being achieved.

- Accuracy on orders output (judged over a 12 month period) in excess of 99.6%.