

Case study Cascade^{3d} Validate

Organisation: BH Live
Client: Jane Woods, Performance Team



"The right person gets to see the error and the chance to correct it. It encourages people to be more accountable as they know it will come back to them for sorting, and that's great for everyone as it's far better, easier and quicker to stop it happening, than to fix it later."

Jane Woods, BH Live

The challenge

- Like many companies in leisure, BH Live have many points of contact with customers, often involving securing income. These include collecting payments via BACS or cash for gym and swimming memberships, and handling bookings by clubs and casual members for halls, rooms, squash courts etc.
- With so many transactions there are occasional blips, either by the customer forgetting to pay, the centres forgetting to collect, or something as simple as an administrative oversight or a member dipping too far into their overdraft one month just before the BACS run. These inaccuracies in the data caused front line staff tasked with asking for payments to the lack confidence that the money was owed in the first place.
- Jane Woods and the team at BH Live wanted a way to spot these anomalies:
 - To provide the best service possible to their customers.
 - To collect all the incomes owed to them, or write it off where appropriate.
 - To ensure their database was up to date and accurate, so everyone had confidence in it.

The solution

- We installed Cascade^{3d} Validate. This is our system to identify errors that break your business rules. Validate provides summary and detailed reports on these issues and can automatically email the information to the appropriate person to go and rectify. Validate is an important resource to have in your toolkit, enabling you to manage the quality of your data.
- BH Live use some of our standard Validate reports such as finding where a member's gender is wrong or has been omitted, or their email address is not written in the right format (e.g. missing the '@' sign).

- Jane Woods also asked for some customised database reports to be created to allow them to keep their system up to date, ensuring it reflects the real situation. Having the correct current status for a member is crucial in ensuring everyone can use the information without fear of making a mistake.

The value

- Validate helps Jane and the team find any data that breaks their 'rules' and keep their member data up to date and accurate, stopping a big problem from developing. With Validate running in the background, they can be confident that any issues or errors uncovered can be managed properly and easily.
- BH Live have been able to deliver even better on their customer promise and manage their bottom line.
- Staff now spend more of their time on the bits of their jobs where they make the most difference.

