

# **AUTOMATION OF DATA EXTRACTION AND VERIFICATION FOR CONTACT LIST BUILDING**

## **CONTEXT**

SpEx Asia specialises in outsourcing for telesales, telemarketing and data mining services for conference and event sales around event management. They provide lead generation and data management services to the clients. They build lists of potential customers for their events, according to their specified parameters, so that they can market to these customers on the conferences and events. SpEx Asia also updates and verifies existing lists of customers.

Currently, SpEx Asia's clients provide a brief for the type of customers they are seeking to market to, which could contain customer data such as:

- Name
- Company
- Job title/keywords of Job Role
- Email (primary contact point)
- Phone number (secondary contact point)
- City (in some cases address)

Then, SpEx Asia will manually scour open, online sources including LinkedIn Navigator, corporate websites, annual reports, online directories and other events sites to identify potential customers, and to obtain their job details. This is a time consuming process.

Having identified suitable individuals and their contact details according to the client brief, they then seek to verify the accuracy of the data collected. They also do this for existing lists of customers supplied by the client.

The verification process includes:

- Phoning the company to verify the status of employment.
- Using a digital solution to verify the email address.

The new or cleansed list is supplied to the client in the form of an Excel spreadsheet, for them to use in their lead generation process. It is thus important to protect this data, and to adhere to the General Data Protection Regulation (GDPR) and Personal Data Protection Act (PDPA).

Currently, the process for identifying and verifying customers is manual and time-consuming, and SpEx Asia is seeking to automate as much of it as possible. By saving time on the collection and verification, they hope to increase the time they spend engaging with the customers themselves, to improve the quality of the lists they provide to its clients.



## **PROBLEM STATEMENT**

How might we automate the collection and verification of potential customer contact lists, to increase accuracy and save time for higher value work?

## **WHAT ARE WE LOOKING FOR**

- A prototype solution that can automate some or all of the collection and verification process (data extraction and data cleansing). The solution would need to:
  - Automatically collect individual customer data (name, company, job title, industry, location, email, phone number) based on parameters supplied by the client, from a range of public online data sources:
    - LinkedIn Navigator
    - Public websites
    - Online directories
  - Verify the data to ensure at least 90% accuracy:
    - Automatically test the validity of the email address
    - Compare with publicly available data on different websites to assess the likelihood that the data is up to date (particularly the company and current position) and provide a rating
  - Provide a user-centric user interface (UI) so our team can easily use the solution to enter a client's preferred parameters, and deliver usable outputs for SpEx's customers in the form of an excel spreadsheet.
- While not necessary for the prototype phase, positive consideration will also be given to solutions that can help manage GDPR & PDPA compliance (assistance in obtaining consent for future marketing).

There are no restrictions on the geographic location of the problem solvers who may choose to apply to this challenge. However, the prototype needs to be demonstrated in Singapore.

## **POSSIBLE USE CASES**

1. A customer is keen to engage C-level individuals from Fortune 500 companies in Hong Kong. SpEx Asia will need to build the list and verify details which can include:
  - People in MICE companies in Southeast Asia or their vendor
  - All people in particular region with a specific job or role keywords
  - All people in a specific industry, with a specific job title or role keywords
  - All people in a region with a particular keyword in their job title
2. A customer is planning an annual event. He provides SpEx Asia with their list of potential attendees (a few years old) and would like SpEx Asia to verify the status of the attendees. He also requests SpEx Asia to recommend additional attendees based on their preferred attendance criteria.

## **WHAT'S IN IT FOR YOU**

- SGD 20,000 of prize money (GST-inclusive, if any) for each winner of this challenge (see Award Model).
- Partnering with SpEx Asia who has deep industry knowledge of the problem statement and the industry.
- Opportunity to develop a future product with scalability, or other long term partnership for mutual gain.

## **EVALUATION CRITERIA**

The Applicants shall be evaluated in accordance with the evaluation criteria set out below.

### **Solution Fit**

- To what extent does the proposed solution address the problem statement effectively?

### **Solution Readiness**

- How ready is the proposed solution to go to market?
- Is there any evidence to suggest capacity to scale?

### **Solution Advantage**

- Is the solution truly innovative, does it make use of new technologies in the market, and can it potentially generate new IP?

### **Company Profile**

- Does the product have user and revenue traction?

- Do the team members possess strong scientific/technical background?

### **AWARD MODEL**

30% of the prize money will be awarded to each selected finalist at the start of the prototype development process, with the remainder 70% to be awarded during the prototype development process, based on milestones agreed between SpEx Asia and the solver.

Note that a finalist who is selected to undertake the prototype development process will be required to enter into an agreement with SpEx Asia that will include more detailed conditions pertaining to the prototype development.

### **DEADLINE**

All submissions must be made by **14 February 2020, 1600 hours (SGT/GMT +8)**. SpEx Asia and IMDA may extend the deadline of the submission at their discretion. Late submissions will not be considered.