

Case Study

A Global Chain of Veterinary Clinics

Service(s) offered: Pre-investment Advisory & Market Research

Sector/Industry: Healthcare



Data Validation, Mining, and Entry of 22,000+ Veterinary Businesses for a Global Chain of Veterinary Clinics

A global pet care company operating multiple veterinary clinics approached Nexdigm to verify and record critical information of 22,000+ veterinary clinics spread across 51 states in the US.

The objective of the said assignment was to gather information that would aid the client in developing acquisition plans for relevant veterinary clinics.

The client placed a strong emphasis on the quality of information of the verified clinics and required key data points to be optimally captured in a master spreadsheet within a period of four months.

Solution

The client shared a spreadsheet of 22,000+ clinics with basic information such as company name, address, and contact details. Our task involved validating the information and updating the other pertinent information of these clinics which involved identification of nearest airport and proximity, number of veterinary doctors, their contact details, information regarding the clinic owners, etc.

Nexdigm deployed a Project Manager and four Full Time Employees (FTEs) to validate and rectify existing data as well as capture other relevant information for each clinic through extensive secondary research.

An appropriate governance structure incorporating weekly update calls with the Steering Committee was set in place for multiple review checkpoints throughout the project to ensure the quality of the output as well as to keep a check on the overall project timeline.

Outcome

The entire project was delivered to the client within a period of three months, saving 25% of the estimated project timeline.

The initial count of 50 entries/day/resource rocketed to 85 entries/day/resource by the end of the assignment, thus improving the throughput of the project.

The quality of data improved to 95% with adequate quality checks, which was highly appreciated by the client. Owing to the high quality delivery of our report, another similar assignment with a significant scope of work was signed with the client.

For more information on this case study, please write to us at:

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You can also visit our website to know how our services resulted in tangible business benefits:

www.nexdigm.com