

Contact Update Tips

Email Address:

- If there is no email address on the report, check the members file and update from there. If there is no email address in the file, call the member to get their email address.
- If the email is listed on the report as incorrect, check the members file and update from there. If the email in the file is the same as in ICAN, delete the email address from ICAN as it is an invalid email and call the member to get their correct email. Check that there are no other notes or spaces in the Email Address.

Phone Number:

- Some ICAN accounts have two phone numbers. If the report states that a number is invalid, check the members file to ensure they both match. If the numbers in the file match those in ICAN, they may be appearing on the list as one number is not recognised as a mobile, however it can still be used to call the member (landline).

Date of Birth:

Birthdate is an important field for ICAN as this helps us to understand the age profile of our clients, as well as provide birthday messages and offers. This is also an important field as it helps us to determine if there are any duplicate clients across the network.

- If there is no date of birth listed, check members file and enter date of birth into ICAN.

Gender:

Gender is an important field for ICAN as this helps us to understand the profile of our clients, as well as provide messaging which is appropriate to them including success stories and tips. This is also an important field as it helps us to determine if there are any duplicate clients across the network.

- If there is no gender in ICAN, check members file and enter gender into ICAN.

Postal Address:

- While going through the list, check that the address in ICAN is up to date and correct. This will ensure we have updated address when members move and will ensure they receive special offers sent via post.

For support with making calls, refer to the dialogue handout saved in Centre Public:

<L:\Marketing\Member Details Update Initiatives\2. Contact Update Competition>