



CASE STUDY - RECORDS MANAGEMENT

Children's Product Manufacturer

A leading children's car seat manufacturer uses Digital Divide Data's services to comply with Federal product registration requirements.

Business Challenge

The National Highway Transportation Safety Administration TREAD Act requires all manufacturers of children's car seats in the U.S. to provide readily understandable, timely information to consumers. Similar legislation exists in Canada. Our client receives tens of thousands of registration cards a month. They require a single stream of processing for US and Canadian registration, with fully outsourced, cost effective data entry and processing to meet its regulatory requirements.

DDD Solution

We set up an integrated workflow to:

- Receive the physical consumer registration cards to a managed PO Box
- Scan the cards
- Perform high quality data entry of handwritten and printed text
- Load data directly into the client's "data store" so that the client can access any data required for a recall or consumer notification

Given the regulatory requirements, our process was designed with rigorous quality assurance to:

- Detect any skipped card
- Flag any card with conflicting or inaccurate data written by consumers,
- Complete missing data whenever possible, such as address information, or a missing product model number

Impact

The manufacturer has a high level of confidence that they are reaching their registered consumers. They are able to meet the regulatory requirement through a cost effective and highly accurate process that ensures data as precise as possible, reducing their liability in the event of a product recall.

Find more about our services here: <http://www.digitaldividedata.org/services/records-management/>

Digital Divide Data powers the data entry, XML conversion and digital preservation needs of publishers, libraries, content hosts, academic researchers and businesses world-wide. We deliver these services on the foundation of a socially responsible model that creates opportunity for the world's poorest citizens to earn competitive wages, complete their education, and achieve upward mobility through working in our business.

DIGITAL DIVIDE DATA

WEB www.digitaldividedata.org
EMAIL sales@digitaldividedata.org
PHONE +1.212.461.3700