

A unique tool to manage and target Business-to-Business customers and prospects more efficiently

In Business-to-Business we always want to target the right person in a company – and that usually means selecting people by their job titles. But job titles vary wildly so how do you do it? And, how do you correct embarrassing errors in job title? The answer is JobCoder™ – an automated solution that assigns job Function and Level codes to every job title in your database and automatically corrects typographical and spelling errors.



Level And Function

JobCoder allocates one of seven levels to every Job Title. For example, “Director” = level 1, Assistant = level 4. And job function is divided into thirteen functional areas, for example, Finance,

Marketing, Sales etc. So, for example, you can easily select all manager level contacts, all contacts in Sales or all Managers in Finance – or any combination.

How Can You Use It?

For every individual in your database JobCoder can allocate a code representing their functional area and the level of responsibility at which they operate. In addition JobCoder will provide a corrected Job Title with any concatenations, errors or omissions corrected. The only change that you will need to make is to associate the JobCoder record with the original record through a unique record ID and add the required three columns to your database—either to the original file or as a separate table. There is no manual data entry and no codes for sales, marketing or service staff to learn.

Comprehensive And Authoritative

JobCoder was built by analysing the job titles of over 3.5 million employees in the UK, US, Germany, France, Italy and other European countries. Over 150,000 job titles that appeared more than three times were identified and coded. These accounted for over 99.8% of all the contacts in the original 3.5 million. And if any job title appears more than three times in your own database then we will add it for you at no charge.

Free analysis of your data

Provide us with your data and we will analyse all the job titles for you free of charge. We'll then tell you how your

database is structured. You'll be instantly able to see whether you have the right contacts in the right departments. A sample report is shown below:

On-Line Access

Accessing JobCoder is easy, thanks to our on-line system.

	Total	Director	Manager	Executive	Assistant	Technician	Trainee	Consultant
Administration	25067	17014	6657	1018	332	13	0	33
Finance	4235	2162	1348	603	90	7	0	25
IT	82114	15303	52680	4870	127	7423	3	1708
HR	656	135	237	198	18	30	23	15
Sales	3013	879	1437	523	22	91	0	61
Marketing	1648	619	630	359	18	12	2	8
Production	5493	99	1298	44	7	87	0	3958
Distribution	462	86	348	23	1	4	0	0
Retail / Catering	152	32	86	33	0	0	0	1
Customer Services	216	40	124	28	20	4	0	0
Engineering / Technical	2892	163	192	48	41	2213	0	35
Scientific / Medical / Academic	994	78	352	122	29	123	275	15
Government/ Public Services	188	58	107	7	15	0	0	1

Simply upload your database to our secure website and we'll then add the codes and return the analysis to you. Then, when you decide to purchase JobCoder, the resulting tables will be sent to you electronically and can be appended directly to your database.

Major Benefits

JobCoder enables you to focus marketing and sales activities on the right people. So you benefit from:

“JobCoder gave us stunning new insights into our prospect database”
Chartered Institute of Marketing

- Lower marketing costs—misspelt titles reduce response rates by 30%
- Accurate and fast prospect selection
- More leads
- Retention of the existing job titles unchanged
- Immediate Return on Investment

Fast ROI

JobCoder typically pays for itself in less than thirty days through better targeting of sales and marketing activity. JobCoder licenses start at just £550.

Next Steps

To find out more about JobCoder, please contact us on: +44 (0) 1189 880 321 or visit our website.