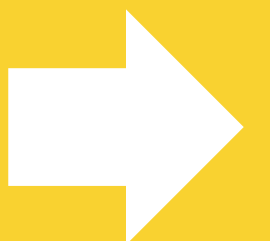# BlastPoint

Onboarding
FAQ

Can you clean up all my legacy data that I have from my past CRM ?

Absolutely. Most of our partners have multiple data sources for their customer profiles. Often siloed and fragmented, our platform supports various data import functionalities, and we apply a series of data transformation and cleansing operations to ensure compatibility and accuracy. This ensures that you benefit from both historical and current data.

Learn More

How long does it take to ingest our data and get it into the platform?

BlastPoint implementations take, **on average, 3 months**. During that time, our data onboarding team will perform a customer data audit, quality assessment, and build data pipelines to clean and consolidate data from a variety of different systems. On average, we anticipate that 1 IT resource would be required from your side for 5-10 hours per week for those 3 months.

Do we have to do anything with the data we send you, or can we just do a data dump?

• • •

BlastPoint's ingestion process is built to make it as simple as possible for you, because if your IT team is like most others, they are under-resourced and over-subscribed. Those who partner with BlastPoint will be taking advantage of our robust Data Onboarding team, whose entire job is to come in, do a data audit and quality assessment, and data pipeline development. The only lift required on your end is helping us locate and extract that data, and send it to our SFTP server "as-is". **Our team will do the hard work of building automated data pipelines to clean and consolidate your data from there.**

As the volume of our data grows, how well can BlastPoint's platform scale to handle increased data load? Will there be additional costs associated with handling more data?

There is no extra cost associated with putting more of your customer data into the BlastPoint platform. In fact, we encourage it. These models will become automated over time, learning from customer behavior, and auto-correcting effectively. We work with dozens of companies across several highly regulated industries who serve millions of customers, all of which have hundreds of different data attributes. So rest assured, our platform is built with scalability in mind to handle significant loads of data.

Where do you get all of your data from?

BlastPoint pulls data from three main sources. The first is **your internal data system**, which we spend 3 months on average to clean and consolidate. The second is publicly available, **open data**. This would be things like the Economic Census, Community Survey, Department of Energy, just to name a few. We also partner with several data vendors through our robust network, and are able to pull different pieces from their data catalog. The third source is **proprietary BlastPoint models**. Due to the fact that we regularly analyze data for 20% of US households and businesses, we've developed models that will help you predict customer behavior at the household level.

What is an AI Module / AI Package?

● ● ●

BlastPoint's AI Packages are sets of AI models working together to achieve specific goals. Examples include, **'Low-Income Engagement'**, **'Product & Program Adoption'**, **'Digital Channel Adoption', and 'Call Volume Reduction'**. Each package includes a propensity model predicting customer actions and a micro-segmentation model identifying top customer personas. By combining a propensity model with a micro-segmentation model, BlastPoint goes beyond just targeting for personalization and enables you to talk to customers in ways that motivate them to engage back with you.