

# CLIENT CARD ACCURACY

Tools > Reports > Clients > Client Card Accuracy

The Client Card Accuracy report shows the completeness of client information for marketing purposes. The report displays the number and percentage of clients that have each type of data recorded. For example, you can see how many clients have their email address, mobile phone number and birthday filled in. You also have the option to view a list of clients that have a particular field completed. This report will assist you in identifying which areas of data collection need to be focused on, in order to better target marketing materials at specific groups of clients.

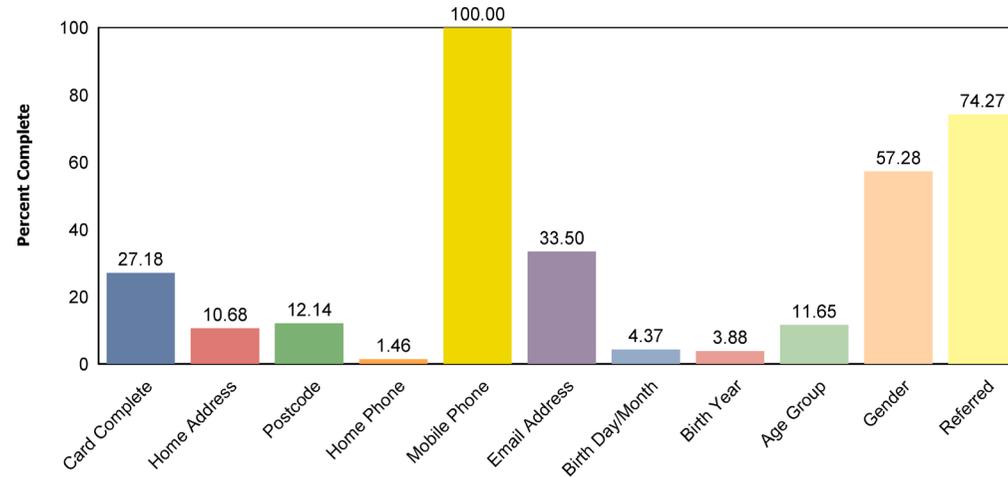
## Client Accuracy Report



Report Date: Thursday, 16 February 2017

Peppermint Park

Percentage of clients with data recorded



### PERCENTAGE OF CLIENTS WITH DATA RECORDED

This bar graph shows the percentage of clients that have each field completed.

### PERCENT COMPLETE

The percentage of total clients that have this field completed.

### DETAILS

You can click on 'details' to view a list of clients that do not have this field completed.

### FIELD

The name of the client information field.

### NO. COMPLETED

The number of clients that have this field filled in.

| Field           | No. Completed | Percent Complete |                         |
|-----------------|---------------|------------------|-------------------------|
| Card Complete   | 56            | 27.18%           | <a href="#">details</a> |
| Home Address    | 22            | 10.68%           | <a href="#">details</a> |
| Postcode        | 25            | 12.14%           | <a href="#">details</a> |
| Home Phone      | 3             | 1.46%            | <a href="#">details</a> |
| Mobile Phone    | 206           | 100.00%          | <a href="#">details</a> |
| Email Address   | 69            | 33.50%           | <a href="#">details</a> |
| Birth Day/Month | 9             | 4.37%            | <a href="#">details</a> |
| Birth Year      | 8             | 3.88%            | <a href="#">details</a> |
| Age Group       | 24            | 11.65%           | <a href="#">details</a> |
| Gender          | 118           | 57.28%           | <a href="#">details</a> |
| Referred        | 153           | 74.27%           | <a href="#">details</a> |