QAS Phone

Improve the accuracy of consumer telephone data

Experian®
Data Quality

Data quality frequently plagues organizations, especially when it comes to customer contact information. Telephone numbers are an important component of a complete customer record as organizations use it to call and send SMS or Text messages to consumers. Without ensuring the accuracy of this information, organizations are unable to communicate with customers, resulting in lost revenue and increased costs.

Make sure consumer telephone information is captured accurately and efficiently with Experian Data Quality telephone validation. QAS Phone validates 10-digit telephone numbers at the point of capture to ensure companies can connect with consumers. Having accurate telephone numbers allows organizations to make more informed business process decisions and ensure comprehensive client records.

Preventing invalid mobile and landline phone numbers

To fulfill marketing and operational workflows, QAS Phone validates and adds intelligence in real time based on data sourced from over 200 telecommunications and cable providers.

Customer telephone number entry causes three major problems for businesses.

First, the manual entry of phone numbers causes data inaccuracy, which effects communication with contacts. Having inaccurate customer telephone information hurts a company's ability to market to prospects, fulfill business processes or respond to customer service requests.

Second, it is difficult for organizations to differentiate between mobile and landline numbers, which puts businesses at risk of inappropriately contacting mobile numbers without customer consent.

Finally, collection of name and address details, in addition to telephone numbers, can slow down processes and be prone to error.

Phone validation ensures only accurate telephone information enters business processes, allowing organizations to:

- Ensure open lines of communication with customers
- Improve organizational contact information quality
- Streamline data entry processes
- Contact customers with a valid mobile opt-in

Implementing QAS Phone improves the customer experience by ensuring accurate telephone information at each point of entry.

Key product features

QAS Phone helps marketers, operations stakeholders and sales members ensure accurate contact data in real time. Product features include:

1. 10-digit validation

QAS Phone is available to validate phone numbers during data entry to ensure information is accurate before it enters the database.

2. Phone type identification

Phone validation identifies if a telephone number is a mobile or landline phone, allowing businesses to make more informed decisions around telephone data and remain compliant when contacting customers or prospects via their mobile phone.

3. Reverse phone append

This feature returns a name and/or address associated with a captured 10-digit telephone number in real time to improve the accuracy and efficiency of data entry.

Access to a vast data source

Experian Data Quality phone validation utilizes an extensive data set compiled from over 200 unique telecommunication and cable service providers. There are over 2.46 billion feeds of information monthly and the data is updated daily, every 10 minutes, to ensure customers are validating information against the most up-to-date data file possible.

About Experian Data Quality

Experian Data Quality is a global leader in providing data quality software and services to organizations of all sizes. We help our clients to proactively manage the quality of their data through world class validation, matching, enrichment and profiling capabilities. With flexible SaaS and on-premise deployment models, Experian Data Quality software allows organizations around the world to truly connect with their customers by delivering intelligent interactions, every time.

Established in 1990 with offices throughout the United States, Europe and Asia Pacific, Experian Data Quality has more than 13,500 clients worldwide in retail, finance, education, insurance, government, healthcare and other sectors. For more information, visit http://www.qas.com.