

# Data Services

Leverage our experience to remove the complexity from data improvement

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In today's business environment, data quality is recognised as a priority for most organisations. As you plan your strategy, it's important to give careful consideration to your specific requirements, resources and limitations in order to get the best possible result that will carry on delivering in the long term.

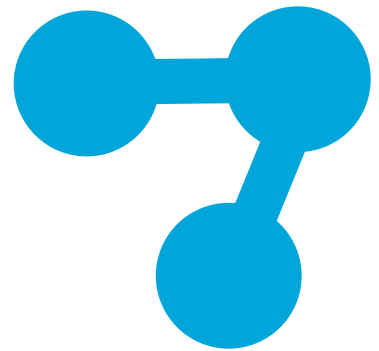
Experian Data Quality offers data quality tools and services that cater to any combination of business requirements. Put simply that means we understand and assess your needs to recommend the right solutions for you; either providing the tools for you to manage your own data quality or managing it for you through our Data Services.

## What is a Data Service?

A Data Service is an outsourced option whereby our consultants carry out data quality improvements on your behalf. Our services comprise of one or more components across a full range of solutions including address cleaning and verification, de-duplication, data appends such as SIC or Mosaic codes, email and mobile validation, standardisation and reformatting. Data Services are designed to control and improve your data over time and so are provided on a regular basis according to what suits you best, typically that can be monthly, quarterly, half yearly or annual.

## Why is maintaining data quality important?

Investing in regular Data Services ensures that your data is always accurate, relevant and up to date. This is particularly important because data degrades over time as people move house, pass away and change email addresses or mobile phone numbers. Postal addresses can also change over time as postcodes are recoded.



## The business benefits

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By working with Experian Data Quality to carry out these services on your behalf, you can benefit from:



**Expertise** - A dedicated Experian Data Quality consultant to offer recommendations and guidance. They can choose and configure the most relevant services based on your business goals and will execute those services and return your data in the exact format you need. This means you simply enjoy the end result without having to get involved in the technical details.



**Convenience** – Services can be scheduled for completion at your convenience, for example in advance of regular email or direct mail campaigns.



**Time and resource savings** - Experian Data Quality consultants use dedicated secure data processing environments to carry out services for you, allowing you to focus your internal resources on what you do best.



**Access to comprehensive data quality software and data sets** – To deliver your services our consultants have a comprehensive suite of data quality tools and have access to multiple datasets including data from over 240 countries.

Data Services allow you to avoid the issues that this can create and prove extremely beneficial in the following example cases:

- To validate, correct and improve the customer/business contact information held in database(s)
- For legislative reasons when you need to be able to contact customers and uphold brand reputation
- To segment and understand customers based on Geodemographic profiling
- In advance of marketing campaigns to maximise response rates
- In preparation for data migration projects to ensure that only correct data is moved between systems

## Who implements a Data Service?

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Sitting within our Professional Services department, the Data Services team carry out services for a vast range of organisations across most vertical industries. The team is made up of data experts with experience in data analysis, data quality and data migrations which means they can offer a range of bespoke data services and consultancy. It's not a one size fits all approach, your data quality consultant work with you to ensure your data quality needs are fully met and that ROI is maximised.

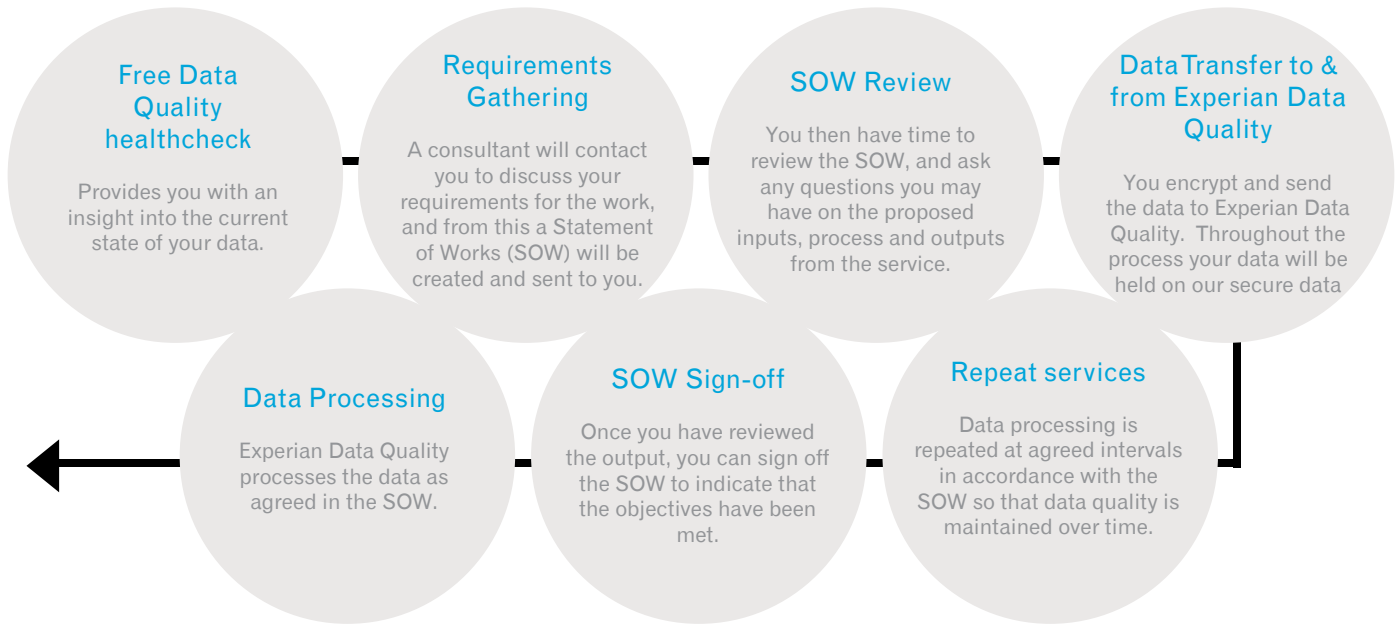
## How are Data Services delivered and what do you get?

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Our consultants begin by determining your requirements. They then analyse and process your data using an iterative approach to ensure the best results according to the agreed objective such as a regular mailing campaign, a data feed to your central database or a data migration.

To deliver a truly tailored service, our consultants work directly with key stakeholders to understand your individual requirements and business objectives. Based on this insight they can then recommend the best combination of services and delivery method to achieve the results you need both now and in the future.

**Typically Data Services are delivered via the following process:**



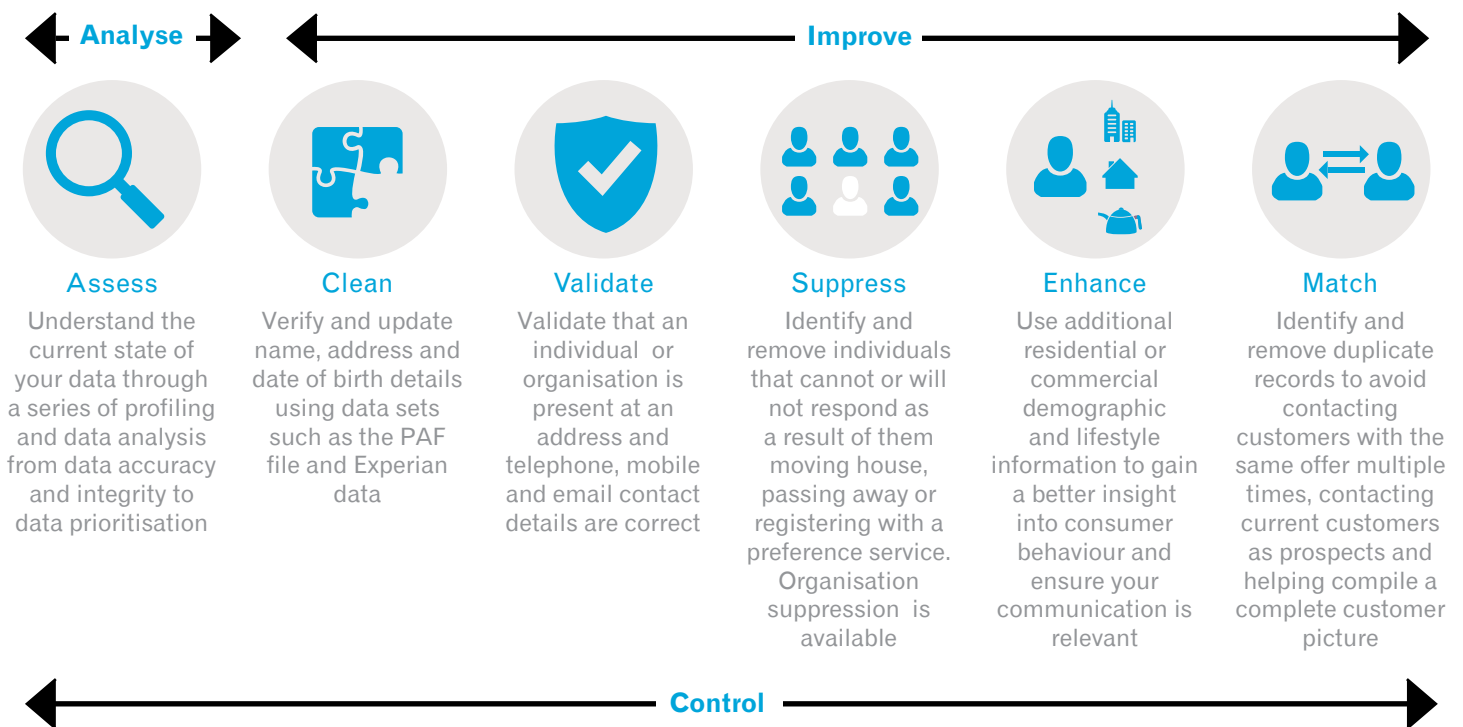
**How is the service delivered and what do you get?**

Due to their bespoke nature, the services we offer are suitable for all organisations from SMEs right through to large enterprise customers. We operate in a variety of industries where our Data Services are ideal for any departments involved in any data-related projects such as:

- Data Quality Managers wishing to analyse and improve the quality of their customer data.
- Marketing Teams wanting to target customers better via post, email and mobile/landline.
- IT Managers intending to embark upon a data migration project to a new CRM.
- Data Administrators who need to flag and remove incorrect customer from their database.

**Which service do I require?**

Our services fall into one of six key areas which allow you either to analyse or improve your data. As these services are delivered over time, you have the opportunity to control the quality of your data by measuring the additional impact of improvements made.



	What does the service involve?	How is the service delivered?	What are the benefits?
Assess	<b>Data Quality Assessment</b>	Analysis of data for quality and integrity in order to provide an assessment of uniqueness, completeness and accuracy.	Your data is analysed and assessed using our experience in data quality as well as our products and vast data sets.
	<b>Data Process Assessment</b>	Assessment of your organisation's current position with reference to your data management systems, tools and processes.	We conduct a combination of interviews and workshops with data stakeholders. The outcomes are assessed against our data maturity model to provide recommendations to move up to the next level.
	<b>Data Prioritisation</b>	Assessment of the value of your data based on your specific business requirements and aspirations.	We conduct interviews and questionnaires to understand the value placed on data across your organisation.
Clean	<b>UK Address Cleanse</b>	Data quality improvement through cleaning, standardising and reformatting your customers' UK residential addresses and / or business addresses.	We use the Royal Mail PAF file and the Experian National Business Database to provide a full breakdown of address quality and uplift along with cleansed and reformatted addresses.
	<b>International Address Cleanse</b>	International data quality improvement by cleaning, standardising and reformatting your customers' addresses from outside of the UK and Ireland.	We verify your customers' address data against data sets from more than 240 countries worldwide.
Validate	<b>UK Telephone Number Validation/ Append</b>	Validation of the UK telephone numbers you hold for your customers. We append a telephone number where possible when this data does not exist.	We verify and append telephone numbers using the OSIS file and area codes are corrected using the Big Number Change file.
	<b>Email Validation</b>	Validation of your customers' email addresses to identify valid and invalid email addresses taking into account email syntax, active domains names and deliverability down to a username level.	We validate email addresses against a constantly updated database of email domains and a series of validation rules.
	<b>UK Mobile Number Validation</b>	Verification of the UK mobile numbers you hold for customers to identify valid, invalid, absent and unknown numbers.	We validate mobile numbers against a constantly updated database of mobile numbers held by UK service providers.
Suppress	<b>Residential Suppression</b>	Identification of those customers that have moved away, deceased or registered with preference services for phone and mail.	Using our vast range of reference data sets, we can provide forwarding addresses where customers have moved house and registered their new address. We can also produce flags to highlight customers that cannot or should not be contacted so that you can remove these from your database.
Enhance	<b>Data Appends</b>	Enhancement of your existing customer data by appending additional data to identify more information about them.	Using data sets such as Mosaic, SIC Codes, date of birth, grid references, we can append additional information to customer records
Match	<b>De-duplication</b>	Analysis of your customer base to identify, flag or remove duplicate customer records.	Using attributes in each record such as name, email, address, date of birth, we can identify groups of duplicate customer records, determine survivor logic and / or merge records.
			<ul style="list-style-type: none"> <li>Identify and quantify the known and unknown issues in order to better allocate resource, time and budget to manage your data issues.</li> <li>Improve operational efficiency and return on investment by identifying where poor data quality processes are costing your organisation money.</li> <li>Reduce risk by enabling you to make informed business decisions.</li> <li>Maximise the value of your organisation's data.</li> <li>Provide the foundations for data strategy in your business.</li> <li>Improve the quality of your customers' addresses.</li> <li>Improve likelihood of mail being delivered to the correct address.</li> <li>Improve the quality of International addresses held by your organisation.</li> <li>Improve likelihood of mail being delivered to the correct address.</li> <li>Format customer addresses to international standards.</li> <li>Improve your data quality by validating whether your customers' contact information is correct and highlight areas for improvement.</li> <li>Improve selection for and conversion rates from marketing campaigns.</li> <li>Improve efficiency by only contacting customers whose contact details have been validated.</li> <li>Highlight data quality issues and previously unknown gaps in your contact data.</li> <li>Reduce data degradation in your customer database: on average 18,000 people per day in the UK move house, 1,600 die, 1,800 register with the Mailing Preference Service.</li> <li>Reconnect with lost customers by using their new postal address.</li> <li>Provides a valuable insight into your customers.</li> <li>Allows for profiling and segmentation of customers.</li> <li>Improve brand perception and customer interaction by compiling a complete customer picture across one or more systems.</li> <li>Avoid contacting customers with the same offer multiple times, contacting current customers as prospects and helping compile a complete customer picture.</li> <li>Identification of up-sell and cross-sell.</li> </ul>

## Why should you sign up for regular Data Services?

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Being able to identify, improve and maintain data quality allows you to:



**Reconnect with lost customers**

Target marketing campaigns more effectively.

Contact customers who have moved house without providing a new address. Use corrected email addresses and forwarding addresses to help you reconnect.



**Make better business decisions**

Be confident that key business decisions are based on accurate and up to date customer data.

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**Reduce wasted resources**

Limit those customers which need to be contacted in order to verify and correct their information. Also highlight where the process for capturing contact data can be improved.

Reduce the time and cost associated with sending mailings to incorrect addresses or sending multiple mailings to the same individual.



**Improve customer loyalty and brand perception**

Increase brand perception and customer loyalty with high quality accurate contact data.

Reduce the likelihood of orders going missing or being delayed.



**Build a business case for data quality improvements**

Demonstrate the impact of data quality improvements over time to key business stakeholders.

Use the expert recommendations provided by our consultants to feed your data quality strategy and planning.

## Next Steps...

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If you'd like further information about which services are right for you, please contact us to find out more.

You can also request a free Data Quality healthcheck which will give you a sample indicator of your current data quality and the potential uplift you could see from Data Services.

### To find out more:



(61) 3 8699 0100



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[www.edq.com/au](http://www.edq.com/au)

## About Experian Data Quality

Experian Data Quality has built up exceptional market coverage assisting customers with their unique data quality challenges. We provide a comprehensive toolkit for data quality projects combining our market leading software with a vast scope of reference data assets and services. Our mission is to put our customers in a position to make the right decisions from accurate and reliable data. The size and scope of data management projects varies considerably but the common factor in all ventures is unlocking operational efficiency and improving customer engagement. We see the potential of data. Whether it's in enabling ambulances to be sent to the exact location of an emergency or supporting financial organisations to ensure they remain compliant against regulations - data accuracy makes all the difference to service provision.

**For more information please contact us:**

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