experian™
data quality

Data matching

Make smarter decisions and build a single customer view

Organizations collect data through a variety of channels, across numerous departments, and across disparate databases. When you combine differing data management practices with the prevalence of human error, the result is duplicate records—one customer record existing in multiple systems. How can you be a data-driven business and make intelligent decisions if you can't identify your customers?

Data matching from Experian Data Quality locates and manages duplicate records through robust matching, standardization, and deduplication capabilities. The software helps businesses achieve a single customer view for better day-to-day operations, improved intelligence, enhanced consumer profiling and streamlined customer management.

Benefits of data matching

A single customer view allows departments to better engage with consumers and make more intelligent business decisions. Without data consolidation, customer records are spread across multiple systems, dividing intelligence and making it challenging to produce meaningful connections with consumers across channels.
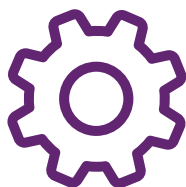
Using data matching will:

• Identify linked or similar records that contain keyboard errors, nicknames, or multicultural name variations

• Help create a single customer view by combining data from disparate sources into one error-free record within your database

• Make data-driven business decisions easier with better customer profiling capabilities
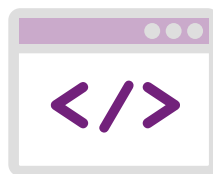
Features

Identification of possible matches through fuzzy and phonetic recognition

Customizable and robust matching logic to fit your needs

Flexible integration methods to fit any environment

Standardize, match, and deduplicate data from disparate sources

Our data matching service can be used in two ways

Real-time matching

Integrate our real-time API into existing applications or your website. As each new record is created, our tool will instantly review and determine whether a duplicate exists. Our technology also standardizes data, eliminating typos, nicknames, extra or missing information, acronyms, and suffixes.

List processing service

Upload a single file of records as needed to quickly search for matches and duplicates. You can do this ad hoc as you need or even have our Professional Services team manage the whole project for you. Match settings can be customized by project to help you identity similarities and differences between multiple data sources.

Data matching increases database integrity by ensuring the accuracy of your data, and improves operational efficiency by reducing time spent manually de-duping contacts.

Data matching example

Input data	Type of error	Original/matching data
Billy Rayton	Nickname and phonetic misspelling	William Reighton
(555)-6280303	Extraneous characters	5556280303
46 Witchwood Rd	Phonetic misspelling and street abbreviation	46 Wychwood Road

Ready to get started? With Experian Data Quality's data matching solution, you'll discover intelligent links across your customer records and remove duplicates you cannot use.

Try it now