

QAS for PeopleSoft Applications within Higher Education



The QAS for PeopleSoft integration allows Campus Solutions (CS), Human Capital Management (HCM), and Customer Relationship Management (CRM) application users to verify and standardize addresses in real-time and through back-end, bulk cleansing tools. This turnkey solution is nearly transparent to the end user and is easily deployed in a single department or system-wide, including self-service components.

Incorrect address information is easy to obtain but difficult and costly to correct. Experian Data Quality functionality will improve the capture and management of student and constituent contact information which will improve address accuracy, ultimately increasing marketing campaign effectiveness and reducing staff rework and operational campaign costs.

Increase applications & enrollment

Experian Data Quality's address verification solutions allow higher education institutions to reach and surpass their applicant and enrollment goals. With more accurate student information, institutions will ensure timely delivery of important recruitment and financial aid packages.

And by improving the accuracy of direct mail campaigns, colleges and universities will increase the quantity of student applications, allowing for a higher level of enrollment selection.

Improve communication

By verifying applicant, student, and alumni address information before it enters the PeopleSoft ERP, users ensure that only accurate and deliverable information is used for constituent profiling and for outbound communications. And with improved communications, colleges and universities will ultimately increase response rates and encourage action. Institutions can also leverage the technology to verify existing database records in bulk and to refresh data as it ages.

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Reduce re-work and campaign costs

With greater address accuracy, higher education institutions will increase mail deliverability. By reducing the number of returns and the required re-work that accompanies each piece, less time is spent reprocessing contact records and returned communications. And with more time, departments can expect to increase productivity of higher value projects.

Additionally, PeopleSoft users will cut printing and mailing expenditures as fewer pieces will be misdirected or returned.

QAS for PeopleSoft features

- Real-time address verification and standardization
- Bulk address processing
- Seamless and user friendly UI
- Available within CS, CRM, & HCM

About the integration

The Experian Data Quality integration is achieved through bolt-on customizations. To enable real-time address verification functionality, the QAS Pro Web toolset integrates directly at the Web Server layer. All secondary PeopleSoft pages that

accommodate address capture have been modified with bolt-on code. Javascript and AJAX are incorporated into the html area and are used to invoke the QAS Pro Web engine.

To accomplish volume address data cleanses, institutions can access the QAS Batch functionality via web services and PeopleSoft's synchronous application messaging. Experian Data Quality exposes a WSDL with specific methods to accept the source addresses which are verified and then returned to PeopleSoft. The process is configurable; users have the option to select the entire address dataset or a subset thereof.

In the case of an exact match, the cleansed and formatted address is written back into the core PeopleSoft address tables using the Application Engine and Component Interfaces. A set of bolt-on staging and archival tables are used to record changes and return codes from Experian Data Quality. The Experian Data Quality UI and built-in business logic ensure a high level of usability and guarantee the seamless capture of quality address data.

Deployment

The QAS for PeopleSoft integration code is bundled into a project which can be imported directly into the end client's vanilla PeopleSoft system. Experian Data Quality features are minimally invasive to core PeopleSoft functionality and enable rapid implementation and upgrades.

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>.