

# Experian Data Quality for retailers

Enhance your customer experience and drive revenue

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Knowing who your customers are and how to reach them is essential to your success as a retailer. As digitally-savvy consumers demand seamless shopping experiences regardless of their channel of choice, having access to high-quality data has become mission-critical to meeting their growing expectations. Leading retailers today know that personalization is key to driving customer loyalty and advocacy, but many of them struggle when it comes to leveraging their data for this purpose.

Data is only data until you make it actionable. That's why we're here to help you ensure that you're making decisions using the best and most complete information available. Our data quality and data management solutions are designed to bring insight to your decision-making processes, empowering you to meet your customers' expectations and deliver world-class experiences.

## Experian Pandora

### For data management

You know that the stakes are high to ensure that every customer interaction is a positive one. That's why it's critical to ensure the data you use to communicate with them stays accurate and actionable. Experian Pandora is a powerful data profiling and discovery solution that empowers your business users to discover relationships between siloed data, as well as create business-specific data quality rules and dashboards. With its automated alerts, audit trails, and data policy enforcement, Experian Pandora gives you the means to manage and monitor your data quality around the clock.

### For data migrations

Implementing a new CRM or migrating data off a legacy system requires precision and accuracy. In order to make sure that only usable data is migrated, you need a solution that analyzes, transforms, and maintains data while meeting project deadlines. Experian Pandora will ensure that data being migrated meets your requirements. This means a smoother consolidation of separate databases and better realization of ROI on the project.



## Contact data management solutions

### Address, email, and phone verification

Gaining a deeper understanding of your customers begins with the basics: name, address, email, and phone number. Ensuring that you collect accurate information from the start can help avoid any potential miscommunication or missed opportunities down the line. Our contact validation software helps to ensure that you have the correct data to reach your customers. With our address, email, and phone verification solutions, you can:

- Reduce costs associated with returned mail
- Expedite in-store checkout times
- Reduce online cart abandonment rates
- Achieve a single customer view

### National Change of Address (NCOA) processing

Each year, approximately 40 million people file a change of address with the United States Postal Service® (USPS), and more than 1.7 million individuals and businesses move annually within Canada. Stay in touch with your customers, even after they move with our NCOALink® processing service. We'll match each name and address in your database to the change-of-address reference files from both the USPS and Canada Post to ensure your database stays up-to-date.

## Data matching and linkage

When you have multiple records that correspond to the same customer, it can lead to inaccurate customer analysis and hinder the achievement of a single customer view. When you collect information from several different sources—your website and in-store point-of-sale system, for example—and store it in siloed databases, a data matching tool can help you combine the various records to distill a single source of truth. Our duplicate identification software helps you achieve simpler and more efficient customer data management.

## Data enrichment

With the trend toward ever more personalized, one-to-one marketing, retailers require individualized consumer insight. Our data enrichment solutions help enhance customer profiling and targeting efforts by providing real-time customer data attributes. With more than 900 attributes to choose from, you can enrich your existing data with additional information to improve customer intelligence, marketing efforts, and promotions. When you gain these additional pieces of knowledge, you can send more targeted, tailored messages that will resonate well with your customers.

Examples of consumer insight offered from data enrichment

Behavioral insights	Demographic insights	Financial insights
Interest in arts and culture	Age	Propensity to buy
Community views	Occupation	Credit worthiness
Healthy living	Life stage	Wealth indications
Channel receptivity	Socio-economic interests	Investor status

## Ready to get started? Choose the deployment that works for you.

Figure out which solution makes sense for your organization's needs. Take a look at where and how our services and solutions are offered.

	Real time	Batch	Hosted	On premise	Services
Experian Pandora	—	✓	✓	✓	✓
DataArc 360™	—	✓	—	✓	✓
Address validation	✓	✓	✓	✓	✓
Email validation	✓	✓	✓	—	✓
Phone validation	✓	✓	✓	—	✓
NCOA® processing	—	—	—	—	✓
Data matching and linkage	✓	✓	—	✓	✓
Data enrichment	✓	✓	✓	—	✓

Are you ready to maximize ROI from every customer interaction? We help retailers get the most out of their customer data. Let's get started.

[Contact us](#)