Experian Data Quality for Tessitura

Ensure accurate addresses enter your database

Overview

Without consumer support, non-profit and membership organizations cannot achieve mission goals. However, that support is contingent on a variety of factors, including effective communication, positive perceptions, and timely service. And those factors are influenced by the quality of information inputted into your CRM database.

Experian Data Quality and Tessitura Network have partnered in order to help non-profit and membership organizations improve the capture of accurate address data. The QAS for Tessitura tool guides staff members through the address entry process and verifies the data against postal sources prior to
system entry. This ensures fast and accurate capture every time.

And with more accurate data entered into Tessitura, box office, call center, and fundraising staff members will increase productivity, reduce costs, and improve perceptions and sales.

Increase productivity

Collecting constituent information can be difficult, whether at the box office or within the marketing or fundraising departments. The pressure to capture the address quickly and without inconveniencing the individual often causes greater delays and data mistakes.

Experian Data Quality works as the address is being entered, returning complete and accurate addresses from minimal inputted information. The tool eliminates the number of keystrokes required for entry, ultimately streamlining the process and allowing staff members to work faster and more effectively.

Improve perceptions and sales

Constituent behavior is driven by perceptions; therefore, in order to drive ticket sales and fundraising efforts, organizations must be mindful of the constituents' experience. Those experiences most often relate to timely communications such as delivery of tickets, tax receipts, and fundraising solicitations.

By ensuring address accuracy, organizations also ensure the timely
delivery of these communications, improving constituent perceptions and encouraging future sales. Timely shipments will also alleviate constituent complaints and any associated dissatisfaction.

Tessitura
network

Reduce the number of keystrokes required to capture an address by up to 80 percent.

Reduce costs

Address accuracy translates into a significant decrease in returned mail, staff rework, and mail reprocessing costs. Additionally, organizations will save money previously spent on postal correction fees and mailers that were sent out but never reached the intended recipients.

Product features

• Turnkey integration into Constituent Search Table

• Real-time address verification and standardization

• Fast capture via the Experian Data Quality Typedown Engine

• Leverages data from the USPS®, Canada Post, and Royal Mail

How it works

Experian Data Quality functionality is available at every address capture touch point within the general tab and postal address section on the contact tab. This ensures the accurate capture of every new constituent address.

When creating a new constituent record, the Experian Data Quality Typedown Engine automatically invokes after selecting the New Constituent Option.

From there, the user begins by entering the postal code. This refines

the city and state, saving keystrokes and time. The user then inputs the street level information before the completed address is pasted into the Tessitura application.

For existing records that require update, the staff member can select the Rapid Address (RA) button located next to the address section.

This button invokes the Experian Data Quality functionality, allowing the user to refine the address starting with the postal code.

Integration details

QAS for Tessitura can be enabled by copying the Experian Data Quality files into the Tessitura distribution folders and configuring the functionality. Functionality can be rolled out to all end users or to a select group of users.

For more information on installation, please contact Experian Data Quality for the installation document.

To learn more, contact us at dataquality.info@experian.com, call 888.727.8330 or visit www.edq.com.