

# Data Quality

Powering the best data-driven outcomes for your business today

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Business initiatives are only as effective as the data used to drive those goals. Unfortunately, data errors can occur despite the best of precautions. That's where we come in. Experian is the global leader in providing data quality software and services. We deliver tools that cleanse, standardize, manage, and enhance your customer data through both real-time and back-end solutions that allow organizations to get the most out of their data.

## Data quality management



Experian's data quality management platform quickly transforms your data into deep customer insights. Seamlessly connect to hundreds of data sources and create sophisticated workflows to operationalize data quality across the business. Intuitive drag-and-drop elements enable business users to build complex data processes quickly and to improve the data over time through transformations, standardization, cleansing, matching, and enrichment. This improved data allows you to gain a more comprehensive view of your customers, business operations, and more.

## Form filling software



Experian's instant form fill API can reduce the amount of manual entry by 76 percent on most loan and line-of-credit applications. By using four pieces of information entered by a consumer (first name, last name, postal code, and SSN last four), our form filling software draws on the File One<sup>SM</sup> credit header data to pre-fill 26 individual fields of data on a typical credit or loan application. Ultimately, this reduces friction from the application process so that you can provide a best-in-class user experience and improve your online conversion rates.

## Address verification



Our address verification solution uses the latest USPS<sup>®</sup> data to verify a physical address, allowing only accurate, standardized data to enter into your database. Data cleansing services are available in real time or in batch through automated or manual processing. Experian Data Quality also has pre-configured integrations for leading CRM systems, such as Salesforce, Oracle, and Microsoft.

## Email verification



Email verification ensures you have ongoing success with email deliverability and campaign performance. Our real-time email verification tool processes emails as they are entered into any web-based form, Ecommerce shopping cart, POS system, or CRM. It identifies incorrect, undeliverable, or harmful emails. Email validation can also work on the back end as a data scrubbing tool by cleansing existing email lists.

## Phone verification



Phone validation is a global data verification service that identifies whether you are collecting accurate, valid phone numbers. It also detects if the phone number is a landline or mobile, ensuring you remain compliant with the Telephone Consumer Protection Act (TCPA). Our phone validation solution integrates into your environment to verify phone numbers in real time, and batch processing is also offered as a bureau service.

## Data matching



Experian Data Quality's data matching and duplicate identification solution discovers links among your customer records and is offered through a real-time integration or as a batch process. This solution finds connections between data elements using fuzzy and phonetic matching capabilities. It enables you to quickly search through your existing data and identify duplicates, and also prevents duplicate records from entering your database, helping you achieve a single customer view.

## Data enrichment



Enriching your customer data can be an effective way to gain insight into your web visitors, prospects, and customers. By leveraging Experian's ConsumerView<sup>SM</sup> database, we can append more than 900 available data attributes to your existing records, including financial data, buyer propensity, automotive data, and much more. With accurate and personalized analysis, you can create customized messaging that helps your business to connect and engage with customers.

## National Change of Address (NCOA)



Experian Data Quality also provides a NCOALink<sup>®</sup> service that cleanses, standardizes, and updates raw customer data using the latest USPS<sup>®</sup> and Canada Post change-of-address data over the last 48 months. This service can also append prison or deceased data. This service is offered as a bureau service as well as through batch processing.

There's a lot on the line when it comes to your data.  
Let us help you make the most of it.

[Contact us](#)