

# How state government agencies improve data quality

## Improve constituent contact data quality

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Inaccurate contact data within state government databases adversely affects operations and cost cutting measures, and can also compromise the level of service provided to residents.

The integrity of a government agency's constituent database is critical to departmental procedures and customer service. Having this set of information correct ensures that agencies are able to communicate with residents and create a framework to support the high-level of customer service demands.

State agencies work with Experian Data Quality in a variety of different capacities and vary in purpose. All, however, view contact data accuracy as critical to their responsibilities. Health and human services, motor vehicle agencies, department of labor offices, tax administration offices, voter registration, and child protective services are the core departments in the state-level government that find benefit in Experian Data Quality's contact data verification product suite.

These departments maintain private, resident data. Some capture citizen data during face-to-face interaction, others in call centers or through a web portal, which has become increasingly more important within modernization efforts. The Experian Data Quality suite of contact data verification and enhancement products ensures the quality and deliverability of contact information as it is captured, before it is fed into wider agency systems where contact data errors inhibit communication, generate the need for rework and consume already constrained agency budgets.

### Compliance and operational impacts of incorrect contact data

Constituent data management is necessary to core department processes. In health, welfare and human service departments, inaccuracies are a matter of employee and public safety. Unemployment agencies endure frustration from increased workloads and the possible distribution of checks to the wrong citizen due to simple human error.

Moreover, committing incorrect contact data into the department of motor vehicles database has the potential to harm integrity across all state agencies. Administrative procedures are adversely affected at the county assessor or tax collector's department if time-sensitive financial documents are delayed or never delivered.

Incorrect contact data has a measurable impact on state agency budgets and employee productivity. Whether an office is tasked to maintain contact data or to deliver critical documents or services, inaccuracies affect the bottom line. Agencies frequently see a loss of revenue from returned mail and may fail to adhere to compliance standards required of them to protect their citizens' private data. Additionally, employees already dealing with mounds of data entry can be slowed down by the research and rework caused by bad contact information.



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"[Experian Data Quality] is a critical tool in improving the accuracy of your database... entering new transactions with accurate data saves time and money in the long run."  
— Ginny Lewis, Director,  
Nevada Department of Motor  
Vehicles

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## A complete contact data verification strategy

Validating contact data as it is captured, before it is committed to an agency's database, is the most logical way to prevent errors. This point-of-entry approach to contact data verification guarantees that an agency is working with verified data on the first attempt and stops the proliferation of inaccurate data, both internally and to external departments that may rely on it.

Point-of-entry contact data verification involves interactively confirming data in real time with the individual supplying it, whether face-to-face, over the phone or through a web portal. Verification at the point of entry immediately flags missing or incorrect information so that it can be corrected prior to reaching an agency's master record.

Traditional back-end validation tools are only a partial data quality solution; such products are critical in attempts to standardize legacy data or records obtained by a third party. However, they will only correct a portion of errors within your database.

Point-of-entry tools from Experian Data Quality also deliver a more efficient way for department staff to capture contact information, streamlining data entry and automatically formatting and standardizing information.

## Experian Data Quality for government agencies

**Address verification** aids government agencies in their quest to meet compliance standards and prevent fraud while reducing back-end rework and increasing operational efficiency. The web service validates each address as they are entered into agency databases and self-service web portals to reduce costs associated with bad data and improve inquiries and processing time.

**Email validation** accurately identifies whether an email address is valid and deliverable, allowing government agencies to remove harmful email addresses before they mail. By validating email addresses, organizations reduce bounce rates, improve sender reputation, increase deliverability, and improve overall email performance. If a constituent fails to receive an important communication due to low sender reputation or an invalid email address, the agency may be in failure to comply with data security standards.

**Duplicate identification** eliminates the need to manually check for duplicates and provides tools to quickly and easily correct duplicates in the data. The software uses advanced algorithms including phonetic and fuzzy matching to detect and highlight duplicate records. When using this software, you can search for duplicates using any data field in the database, and merge and purge multiple files of data.

**Data enhancement** appends demographic and attitudinal data elements to individuals, households, and geographic regions. The data helps government agencies gain a deeper understanding of citizens through the additional data enhancement provided by Prospect IQ. Contact records are enhanced with information from Experian's ConsumerView<sup>SM</sup> data. This extensive data file provides a wide range of data options to fit business requirements.

To learn more about Experian Data Quality for State Government contact us at [dataquality.info@experian.com](mailto:dataquality.info@experian.com), call 888.727.8330 or visit our website: [www.qas.com](http://www.qas.com).

**Intelligent  
interactions.  
Every time.**

### 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>.

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