

Case study: DRS

DRS gains addressing accuracy, speed and flexibility with “the right solution at the right price”

Background

Established in 1969, DRS has grown to be a leader in global data capture technologies and solutions, providing highly specialised services in the public, private and not-for-profit sectors. Its deep expertise enables customers to process complex and time-critical data more effectively and efficiently, in areas such as education, elections and population censuses.

DRS work with Experian Data Quality where complete accuracy in address data capture is required, as well as speed and scalability.

Situation

DRS is a highly trusted partner to organisations in the UK and around the world, providing flexible solutions to often unique, one-off projects. It is trust that has been hard earned, because whilst each project is unique, there are two common imperatives: speed and accuracy. The company needs to be able to turn projects around to tight — and often statutory — deadlines. In the specific area of Schools Admissions DRS wanted cost effective addressing verification that called on the widest and best sources of data, whilst making minimal demands in terms of administration and staff time. In addition, with every project varying in scale, it needed to be totally flexible, adapting seamlessly to need.

Solution

DRS came to Experian Data Quality as the leaders in address capture and verification solutions. Experian Data Quality set about understanding the company’s requirements and deployed address cleaning.

Zoë Marella, Project Manager at DRS, said, “One immediate benefit was the ability to use per-user licenses, allowing us to adapt address cleaning precisely to each project — we only pay for what we need. Another

differentiator is the breadth and depth of Experian data; with access to sources such as the Royal Mail’s Postcode Address File we know that verification is as good as it gets.”

Today, DRS receives forms from customers which contain addressing information entered by hand. Given this level of human input, errors inevitably creep in. Using address cleaning, forms are imported and addresses auto-matched against Experian’s extensive databases, including Local Education Authority DataPlus, Local Authority Ward DataPlus and Address Key DataPlus. Where an address is too inaccurate to be matched, it is flagged for further investigation.

Zoë Marella says, “Without the address cleaning tool, checking would have fallen to staff, duplicating the potential problems of human input and proving to be a resource and cost intensive process. With address cleaning, it takes seconds and staff can focus on what they should be doing.”

Results

Zoë Marella said, “We didn’t experience a single implementation problem, which is incredibly rare. It’s a level of simplicity and support that



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DRS now has access to clean, accurate data, which means its customers do too. In 2011, of more than 17,000 addresses put through QAS Batch, around 87 per cent were matched and sent to customers as clean addresses. The right forms go to the right people, first time, every time — the incidence of returned mail owing to incorrect addressing has fallen to virtually zero.

It is also a solution that is delivering tangible resource and cost savings:

- With address verification taking just four seconds, employee workload has been significantly reduced, allowing them to focus on core tasks;
- Address cleaning requires little management from DRS with regular updates, delivered automatically;
- Licence flexibility provides cost effectiveness on a project-by-project basis.

Zoë Marella said, “Address cleaning has proved an effective solution. We’re now exploring how Experian Data Quality and the Experian Group can bring value across other areas of our work, because they have proven that they deliver the right solution at the right price.”

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