

Accurate data to drive greater customer relationships

Improve your ability to serve and retain customers with Experian's contact data quality toolkit



For us, data is about powering opportunities for greater customer relationships

Businesses use data to better serve, retain and grow their customer bases, ultimately increasing revenue. We know, however, that your data is only a valuable business asset if it is accurate. We want to empower you to manage your data with confidence so you can maximise every opportunity. We can help you capture data from multiple sources, store it, keep it accurate over time and support you to meet your regulatory obligations.

“84% see data as an integral part of forming a business strategy.”

— Experian Global Research 2016

Why is data quality important?

Data quality in itself isn't usually a goal. But superior customer service, informed decision making, business efficiency and regulatory compliance are just four reasons to drive a culture that demands higher quality data. On top of these, your organisation will have your own business objectives that rely on data accuracy. Managing your data effectively from capture, and throughout its lifecycle will enable you to meet these goals. Examples of some of the common benefits of effective data management are:



Improve customer service and brand perception



Ensure regulatory compliance



Save time and money on customer communications



Enhanced business intelligence



Gain competitive advantage



Smoother business processes



Effective profiling and segmentation

“Data that improves a customer experience and develops long term relationships will have a positive impact on sales, ultimately improving the financial position of the business.” — CDO, High Street Bank*

*Experian Dawn of the CDO

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Contact Data Toolkit

Multi-channel contact data validation, cleaning and enhancement. Capture accurate data first time, keep data up to date and amend data to drive value.

“ Many validation companies make promises on ‘real time,’ ‘scalability’ and ‘accuracy,’ but our experience shows that it’s Experian Data Quality that can deliver on them.”

— Alex Attinger, joint CEO digitalbox

Global Address Validation

The need to capture and maintain accurate address data is a fundamental part of contact data management. Treating data in this way helps to retain customers, enhance database analysis and improve business efficiency.

Our global address validation software will ensure only accurate and complete addresses enter your database and existing addresses are kept clean and up to date. Our address validation tools aggregate data from a number of different data sources to ensure comprehensive coverage of more than 240 countries and territories



Real-time address validation

Make a great first impression by providing your customers with user friendly address forms.

Our real-time address validation tools verify an address from minimal information ensuring only a comprehensive and accurate address enters your database.



Bulk address cleansing

Ensure your address data is fit for purpose by implementing measures to ensure it isn't out of date.

Our address cleansing tools will correct any inaccuracies that exist in your database. There are a range of implementation methods to suit your needs including: integrated, standalone or as a service.

Email Validation

An important factor in the success of your email channel is list hygiene; how clean your email lists are. Our email validation tool removes bad email addresses at point of capture or from existing lists to improve and maintain your sender reputation, increase deliverability and maximise ROI.



Real-time email validation

For real-time validation we offer a hosted email validation web service, used at the point of collection, to ensure a valid email address is collected first time. This implementation option is ideal for web forms and landing pages, e-commerce shopping carts, EPOS systems, web applications and call centres.



Email list cleaning

Email list cleansing is a bulk validation service for existing data. Email lists can be validated on an ad hoc basis depending on your need or preference. Experian will process your email list, provide you with a summary of the results and return the list; each email address having its own actionable response code to give you control in helping you maintain data quality. This option is ideal for improving list hygiene pre-send.

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Mobile Validation

Confirming the accuracy of a mobile phone number ensures effective mobile marketing, increases the overall reliability of contact information in your customer or prospect database and improves customer service delivery.

Our mobile validation solution checks the number's syntax, existence and usage on the network, amongst other features, to validate and improve the overall accuracy. Mobile phone numbers can be validated for accuracy as data is entered or validated in bulk from your contact database.

Mobile numbers can be validated either in real time, or in bulk from your contact database. The solution can also be integrated into your own website, CRM and other systems.



Real-time mobile validation

Reduce time and resource wasted on correcting bad mobile numbers by first identifying disconnected or invalid numbers.

Mobile phone numbers can be validated at the point of capture for accuracy. Integrating this validation into your website will ensure that only valid and active mobile numbers enter your business.



Bulk mobile validation

Increase the overall reliability of contact information in your customer or prospect database.

Bulk mobile validation cleans the mobile numbers in your current database. Retrospective mobile validation will ensure all mobile numbers are correct so you can connect more effectively with your customers and prospects.

Data Enhancement

Append, enhance and suppress your data against an address record or postcode to add value to the data you hold.

For greater analysis, profiling, segmentation and understanding of your data and its potential, we have over 40 datasets to complete the picture.

- **Address data** - PAF®, AddressBase®
- **Enhanced address data** - Not Yet Built™, Multiple Residence™
- **Experian ConsumerView** – Names data
- **Experian National Business database** – Business data, SIC codes
- **Geographic data** – 100m grid reference, Code-Point®
- **Geodemographic data** – Mosaic
- **Public Sector data** – Government, Healthcare
- **Suppression data** – National change of address, Mortality suppression, MPS, TPS
- **International data** – over 240 countries

Customers include:



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Why Choose Experian?

We recognise you have choice, but here are some reasons why we think we're best placed to work with you:



Gain better insight:

Easily append additional insight to your contact records from Experian's rich data sources, many of which our competitors simply don't have access to



We're trusted with a strong reputation in data security:

As an FCA regulated organisation, we take compliance and data protection really seriously and have infrastructure capable of processing millions of credit bureau requests daily without data breach



Fast time to value:

Experian Pandora is one of the fastest and easiest products to use in its class, according to our customers and as recognised by Gartner (MQ 2016)



We're global:

Which is helpful if you are

About Experian

Experian unlocks the power of data to create opportunities for consumers, businesses and society.

At life's big moments – from buying a home or car, to sending a child to college, to growing your business exponentially by connecting it with new customers – we empower consumers and our clients to manage their data with confidence so they can maximize every opportunity.

We gather, analyse and process data in ways others can't. We help individuals take financial control and access financial services, businesses make smarter decision and thrive, lenders lend more responsibly, and organisations prevent identity fraud and crime.

For more than 125 years, we've helped consumers and clients prosper, and economies and communities flourish – and we're not done. Our 17,000 people in 37 countries believe the possibilities for you, and our world, are growing. We're investing in new technologies, talented people and innovation so we can help create a better tomorrow.

Learn more at www.experianplc.com

Learn more about data quality from Experian at www.edq.com/uk

Toolkit

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