Experian Data Quality Tools

A simple insight into our solutions

Are you exploring your data effectively?

Your data is only a valuable business asset if the information you collect, as well as what you hold, is accurate. Every day organisations are capturing data from multiple sources and storing it, but what process are they putting in place to make sure this is accurate, up to date and meeting regulatory standards.

What are you doing to ensure your business is getting the most out of its data?

Why is data quality important? – key benefits

Save time and money on customer communications

Improve customer service and brand perception

Effective profiling and segmentation

Ensure regulatory compliance

Enhanced business intelligence

Gain competitive advantage

Smoother business processes

" 88% of UK businesses state that inaccurate data has a direct impact on their bottom line.* **"**

*Experian Data Quality Global Research - 2014

Why use Experian Data Quality?

Established in 1990, Experian Data Quality has more than 13,500 clients worldwide in finance, retail, education, insurance, government, healthcare and other sectors. Experian Data Quality offers a range of data quality solutions to capture, clean and enhance data. The solutions can be implemented at the point of data capture or through retrospective cleansing to avoid the negative impact of "data drift". Data enhancement solutions add value and great insight to data held. All these solutions can be used to pinpoint certain areas or wrapped up as an end-to-end solution.

Data Capture Solutions
Validate data as its captured; collect accurate contact data first time, every time.

Data Cleanse Solutions
Clean, de-duplicate and suppress the data your organisation already holds.

Data Enhance Solutions
Append, enhance and add value to the data you hold with our wider range of datasets.

Data Capture Solutions

Validate data as its captured; collect accurate contact data first time, every time.

ADDRESS Validation Solutions

Capture address data quickly and accurately before it enters your database. Address validation minimises the number of keystrokes required to record a name and address, even when users are unsure of the correct address layout for a particular country.

> " With organisations using on average 3 or more channels to collect data, the risk of poor data quality entering into the business is high.* "

Deployment

On premise　　　Web　　　Cloud

Capabilities

Real time integration　　　Bulk cleansing

EMAIL Validation Solutions

With industry-leading technology and unparalleled speed and accuracy, Experian Data Quality email validation will ensure you only mail to valid and deliverable email addresses. User friendly response codes are provided to identify the validity of each email address.

> " 67% of UK businesses have had deliverability problems in the last 12 months.* "

Deployment

On premise　　　Web　　　Cloud

Capabilities

Real time integration　　　Bulk cleansing

*Experian Data Quality Global Research - 2014

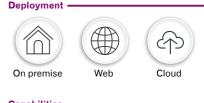## MOBILE Validation Solutions

Experian Data Quality offers solutions that validate mobile numbers in real time, at the point of entry, as well as in bulk from a contact database. Real-time validation can be integrated into your website, web form or CRM to retain your own branding rather than redirecting customers to an external page. A valid mobile number allows for effective calls and successful SMS messaging – which is quickly becoming a popular choice for business communications. As a mobile is rarely out of reach, SMS messages almost always reach the intended recipient and the open rate is over 98%.

Mobile advertising is expanding at a rate of 148% year-on-year in the UK.*

Deployment

On premise   Web   Cloud

Capabilities

Real time integration   Bulk cleansing

Data Cleanse Solutions

Clean, de-duplicate and suppress the data your organisation already holds.

BATCH Cleanse

Our Batch data cleansing solution uses authoritative data sources to clean and format your contact records, ensuring better database accuracy.

" In the UK alone, organisations believe that 17% of the data they hold to be innaccurate.* "

Add on SUPPRESSION

Add a robust range of suppression datasets to the Batch software to remove unwanted contacts such as those that move house or pass away, to ensure your database is as up-to-date as possible.

Capabilities

Real time integration   Bulk cleansing

Available for

Address   Email   Phone

De-duplication

Our de-duplication tool identifies and merges duplicate records on your database to create a single customer view.

" 30% of UK businesses said duplicate data is in their top 3 data quality problems.* "

Capabilities

Real time integration   Bulk cleansing

Available for

Address   Email   Phone

*Experian Data Quality Global Research - 2014

Data Enhance Solutions

Append, enhance and add value to the data you hold with our wider range of datasets.

Benefits

Add value to your data

Improve business intelligence

Enhanced accuracy of database records

Increased customer understanding to improve business decisions

Avoid reputational damage with more effective communications

ENHANCE ADDRESS Data

- AddressBase - The definitive address and location data file from GeoPlace LLP and the Ordnance Survey
- Not Yet Built Data - Gain insights into properties that are still under construction
- Postcode Address File (PAF) - The Royal Mail's Postcode Address File, enhanced to improve insight, accuracy and usability
- International address data - Verify address data from a host of international territories

DATA PLUS

- Business - Append additional business information to the business records you capture and hold
- Consumer - Identify key socio-demographic groups using our profiling tools including Mosaic UK
- Government - Increase efficiencies across governmental departments with our additional datasets

Experian™
Data Quality

Intelligent interactions.
Every time.