

Data Healthcheck

The Data Quality Healthcheck offers you a valuable insight into the quality of your data and provides a comprehensive report tailored to your requirements. The service includes processing contact data using our suite of Data Quality tools, providing analysis and conclusions based on data processing results, documenting current data quality observations and recommendations for future improvements.

Products involved

Batch with Suppression
Unify

What do I need to do for this service?

Provide your consultant with:

- Format and structure of your data
- 1 or more data files in the format / structure above
- Average order value (AOV) or mailing costs and frequency for potential ROI
- A contact person who can answer any queries on the data

Your consultant will contact you to determine your key requirements and define the work that Professional Services will carry out for you. Work will commence once the agreed Statement of Work has been signed off.

What do I get from this service?

Comprehensive Data Quality report

Full data profile report demonstrating the findings, positive indicators and areas for improvement analysis and comparison of data, observations and recommendations based on your own data.

Dedicated Data Quality Consultant

Your consultant will analyse and process your data using an iterative approach to ensure your data quality and data integration needs are fully met and that ROI is maximised.

Highlight areas for improvement

Areas for improvement will be highlighted and suggestions made on how to improve. This will allow a clear picture of the steps required to improve the quality of your contact data.

Achieve best practice

Impartial assessment of the data quality to ensure address management standards can be reached.

Gain Board level buy-in

Supporting business case for investment into improving data quality across the organisation.

Outline of service

1. Initial interview with key stakeholder, typically the project owner, to confirm the key data sources and the key contacts
2. Each data file will be analysed and any observations / suggestions will be noted by our consultants
3. Each data file will be processed through our suite of Data Quality tools to determine the quality of the data. This will include data cleansing, enhancing with geo-demographic data such as Mosaic or grid references, suppressing against deceased, movers and preference services and finding duplicates
5. Potential Return on Investment will be calculated based on the AOV or mailing costs / frequency provided



6. Recommendations and suggestions on how to improve your data quality

7. A comprehensive report detailing all of the findings

8. A presentation of the findings (if required)

9. This service will typically take place at Experian Data Quality however the initial interview may take place on your site or by phone. It is also a solution that is delivering tangible resource and cost savings:

Why should I buy this service?

Understand current position

- A comprehensive data profile of current contact data quality
- Observations on the current data
- Highlight the positive indicators and the areas that need focus or improvement

Comprehensive Data Quality Software & Services

- Specialist team of Data Quality consultants
- Suite of Data Quality tools
- Dedicated machines for processing

Tailored to your requirements

- Work with you to understand your data and requirements
- Choose and configure the most appropriate tools and processes
- Optional services
- Can support a specific business case

Clear steps to improve Data Quality

- Actionable steps that will have direct impact on data quality and ROI
- Short, medium and long-term changes to achieve realistic higher levels of data quality for your contact data

About Experian Data Quality

Experian Data Quality has built up exceptional market coverage assisting customers with their unique data quality challenges. We provide a comprehensive toolkit for data quality projects combining our market leading software with a vast scope of reference data assets and services. Our mission is to put our customers in a position to make the right decisions from accurate and reliable data. The size and scope of data management projects varies considerably but the common factor in all ventures is unlocking operational efficiency and improving customer engagement. We see the potential of data. Whether it's in enabling ambulances to be sent to the exact location of an emergency or attributing charitable donations to the people who need it the most - data accuracy makes all the difference to service provision.

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For more information please contact us:
T 0800 197 7920 | E dataquality@experian.com | W www.edq.com/uk