QAS Batch with Irish data

Keep your database clean and up to date

Experian™
QAS

How clean is your data?

Clean and well-maintained contact data is crucial for enhancing database analysis, improving efficiency and, most importantly, retaining your valuable customers. Although capturing information accurately first time is an essential start, regular cleaning is required to maintain your contact data as it evolves.

In the Republic of Ireland in particular, postal data can be a challenge to maintain since residents often have multiple address formats in addition to their official postal address.

"QAS Batch is very easy to use, connects straight to the database and the throughput is nice and quick. It absolutely fulfils our operational objective to maximise revenue across all areas where we use it."

Liz Curry
CRM Manager
Comic Relief

What can QAS Batch do for you?

An organisation's most important asset is their contact data. 96% of organisations admit that data quality impacts potential revenue.[1] Consequences of data decay include:

- Critical business decisions based on inaccurate contact data
- Damage to the perception of your organisation
- Mailings not reaching the target audience
- Essential goods and services not arriving on time

QAS Batch with Irish data works within your existing address database to maintain the quality and integrity of your contact data over time. Using the GeoDirectory file, jointly developed by An Post and Ordnance Survey Ireland (OSI) and with enhancements from Experian's locality aliases file, an address in the Republic of Ireland can be automatically recognised and matched.

QAS Batch with Irish data:

- Matches addresses against the GeoDirectory file with enhancements from Experian's locality aliases file
- Cleans and updates locality aliases and townlands supplied by the customer
- Allows you to exclude peripheral Dublin postcodes and rural An Post postal towns
- Enables you to clean both English and Gaelic addresses
- Can enhance your data with additional address-related QAS DataPlus sets such as Mosaic data provided by Experian, Thoroughfare ID and Building Group Type

How does QAS Batch work?

During a typical Batch process:

- Missing address elements are added
- Spelling errors are corrected
- Verified addresses are arranged into a consistent format
- Incorrect addresses are identified

[1] Dynamic Markets white paper, "Contact data: the profit maker or the neglected asset?" January 2008

QAS Batch with Irish data checks thousands of legacy addresses and shows the before and after results in a comprehensive report. Where addresses are not automatically identified, users can manually interact with the data and update where appropriate. Prior to a QAS Batch clean, the user can also specify the required address format, such as the official postal address layout or the resident preferred address layout, in either English or Gaelic.

ADDRESS1	ADDRESS2	ADDRESS3	ADDRESS4	COUNTY
Moss Road	North Town	Malin Head		Co. Donegal
7 Main Street	Clondalkin		Dublin 22	Limerick
Carob Cottage	Montpelier	O'Briensbridge		Limerick
Carob Cottage	Montpelier	O'Briansbridge		BAILE ATHA CLAITH 22
7 An tSraid Mhor	Cluain Dolcain			

Identified a missing post town

Identified Dublin periphery

Verified as correct resident preferred address layout

Identified a spelling mistake

Verified as correct Gaelic GeoDirectory layout

The benefits of QAS Batch
Ongoing data quality and durability
It is inevitable that the quality of your contact data will change over time. With QAS Batch, the maintenance of accurate address data is made as simple as possible. We are able to provide quarterly data updates, enhanced to add value, so that you can be confident your data is fully up to date.

Consistency and a single customer view
Contact data cleaned with QAS Batch is consistently formatted making it easy and effective to share across your organisation. Databases can be merged to produce a central store of essential information giving your organisation a single customer view.

Cost saving
An organisation's budget is wasted by sending communications, goods and services to an incorrect address. QAS Batch not only keeps records up to date but also helps manage duplicate records.

Improved perception
Keeping accurate customer and prospect details helps create and maintain a professional relationship with your client base. It eliminates problems with misheard or wrongly spelt information and updates legacy data so that your communications are accurate, consistent and appropriate.

Enhanced analysis
Valuable information, such as Mosaic data from Experian, can be added to records allowing you to effectively profile your database for future communications.

QAS Professional Services
QAS Professional Services are at hand to provide invaluable advice and support to ensure you get the most from your investment in QAS Batch or any other of our products and services.

The Professional Services team will work with you to:
- Develop a complete contact data strategy and associated plan of action for the ongoing improvement
- Prepare free audits on your databases to help you understand your data better
- Reduce integration time into your own application, or one of our partner applications
- Ensure a high return on investment
- Provide standard or bespoke training

Building solid partnerships
A wide range of Experian QAS business partners, systems integrators and application providers also have QAS software incorporated within their systems, enabling a fully supported solution.

About Experian QAS
Experian QAS provides contact data management (CDM) software and services that help organisations drive value from their data. Every organisation stores contact information on its customers, prospects, suppliers and employees. Over 10,000 organisations worldwide choose Experian QAS products and services to manage the quality and accuracy of this data to improve business processing, financial performance, efficiency and the customer experience.

Award winning Experian QAS solutions are a result of year-on-year investment in technology development since 1991, to ensure each solution delivers the highest level of functionality and service support. QAS Ltd is a wholly owned subsidiary of Experian, the global information services company.

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