

QAS Names

Verifying a Person's Name at their Address



QAS Names is a data quality product from Experian QAS that automatically validates names and addresses during data capture.

The product uses the latest Experian customer data compiled from thousands of sources, including telephone directories, real estate transactions, surveys and other public and proprietary sources. By combining data from Experian, the leader in data synthesis and analysis, with Experian QAS's famously easy interface, QAS Names is able to deliver valid data from hundreds of millions of records to users' fingertips in real time.

Drop-down lists of names

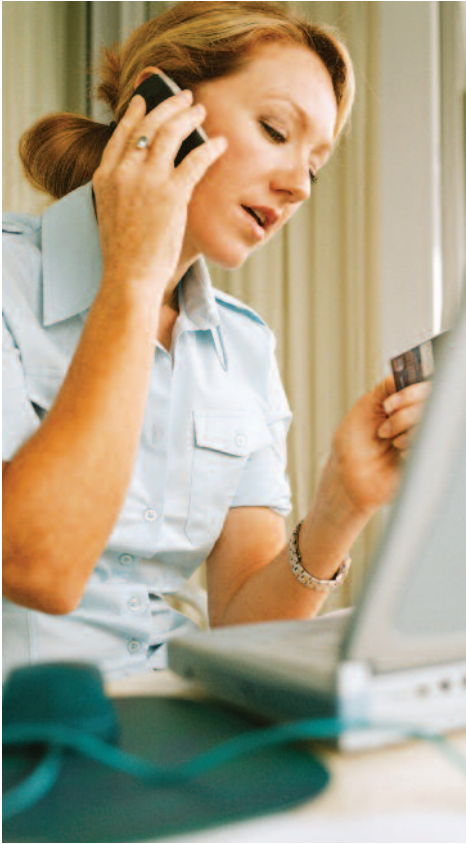
To validate a name against an address, you need to enter only parts of the address, typically the ZIP Code™, the first few letters of the street name and a house or apartment number. Helpful prompts and comprehensive drop-down lists are provided to aid the address validation process, providing users with a complete name and address record without requiring customers to "spell it out."

Name and address validation should be performed on every new order taken over the phone.

Don't fix name and address errors; Prevent them

- Data quality—QAS Names provides drop-down lists of valid names and addresses, allowing users to enter correct data quickly, avoiding typos and misspellings.
- Productivity—Call center operators can arrive at a complete address and name record in as few as 12 keystrokes, saving up to 75% of keystrokes needed per entry. Drop-down lists of names help avoid time-gobbling requests that customers "spell it out" over the phone.

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- **Accurate abbreviations**—Shipping companies charge up to \$5 for each abbreviation error (“Road” vs “Rd” for example). QAS Names standardizes abbreviation formats, helping you avoid delivery surcharges.
- **Higher ROI on marketing campaigns**—When catalogs and direct-mail pieces are sent with accurate names and addresses on envelopes, more pieces are delivered, and response rates rise. Prospects are more likely to open direct mail with correct spellings (“If they don’t know my name, then they don’t know me”).
- **Compatibility**—Experian QAS address verification software works with almost any established or custom-built database or CRM system. The software is easy to use and install.

By validating names and addresses before they enter your database, QAS Names helps you avoid the myriad costs associated with poor customer data quality. Good customer service starts with accurate customer records, so starting out with clean, valid data helps you get each customer relationship off on the right foot!

Technical Information

QAS Names is a separate product line that makes use of the QAS Pro engine.

QAS Names is available for Windows 95/98/ME/XP, Windows NT/2000/2003 and UNIX platforms.

Also available...

QAS Pro validates addresses against official postal authority records during entry into any database. By automatically filling in address fields, QAS Pro can save up to 75% of the time needed to enter a full, valid address.

QAS Pro Web is a scalable and easy-to-implement Web Service with Support for XML, SOAP, J2EE, and .NET standards. It is simple to integrate into websites, browser-based applications and thin-client environments. Full sample code is provided for AJAX, ASP, JSP, C#.NET, VB.NET, ASP.NET and PHP.

QAS Pro Web is available for Windows 2000/2003/2008, Vista and UNIX platforms.

QAS Batch is designed to clean and enhance records as well as maintain validity of those records over time.