

# Training Catalogue

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## QAS Batch Standalone Training

### Introduction

This course is aimed at clients who purchase QAS Batch Standalone without Suppression data. This page is designed to give you a clear concise understanding of the course but should you have any further questions please contact training@qas.com.

### Course Details

- Length:- One full day (start & end times to fit client's needs at point of booking)
- Location:- On client site
- Attendee No's:- Up to 6 people
- Target Audience Examples: - Database managers, marketing personal

| <b>FEATURES</b>                     | <b>BENEFITS</b>                                                                                                                                                                                                                   |
|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Training takes place at client site | Convenience & protection of data: employees and client data do not have to be taken off site as well as the added benefit of using your own set-up, and so the config doesn't need to be re-done once the trainer leaves          |
| Multiple attendees can attend       | More than one person in the organisation having the correct skills & knowledge, future-proofing the investment in case of absenteeism or staff loss                                                                               |
| Address elements                    | A clear understanding of what an address can look like and how this affects the data that should be held in the underlying database                                                                                               |
| Basic & advanced configuration      | A good foundation in configuring Batch for standard address formats, then advancing to configure any type of data file                                                                                                            |
| Export/Commit                       | Full understanding of the controls available when writing back "clean" data                                                                                                                                                       |
| Reporting                           | Generating and understanding the reports available within the product and explaining the benefits gained by using the product                                                                                                     |
| Hands-on training                   | Ensures not only a thorough understanding of the product, but also the ability to immediately apply the skills gained to real-life scenarios. A number of exercises are used to assess the attendees' progress throughout the day |
| Cleaning of client sample data      | An opportunity to apply knowledge to the client's own data with support from the Trainer for optimum configuration for achieving maximum ROI                                                                                      |
| Filtering                           | The ability to create personalised filters for investigation, action and acceptance of specific criteria                                                                                                                          |
| Supporting materials                | Training manuals, exercises & supporting sample data are left to allow self-study, knowledge refresh & new users to gain the relevant skills                                                                                      |
| Personalised agenda                 | Agenda tailored to client requirements ensuring that timings fit with their business structure & focus is made on areas of specific importance to their culture, goals & processes                                                |

For further information please refer to [FAQ](#) section of the catalogue

## QAS Batch Standalone with Suppression Training

### Introduction

This course is aimed at clients who purchase QAS Batch Standalone with Suppression data. This page is designed to give you a clear concise understanding of the course but should you have any further questions please contact [training@gas.com](mailto:training@gas.com)

### Course Details

- Length:- Two full consecutive days (start & end times to fit client's needs)
  - Day 1 – Batch without Suppression data
  - Day 2 – Use of Suppression data with Batch
- Location:- On client's site or public courses run regularly at an Experian office
- Attendee No's:- Up to 6 people
- Target Audience Examples:- Database managers, marketing personal

| <b>FEATURES</b>                      | <b>BENEFITS</b>                                                                                                                                                                                                                                       |
|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Training takes place at client site  | Convenience & protection of data: employees and client data do not have to be taken off site as well as the added benefit of using your own set-up, and so the configuration doesn't need to be re-done once the trainer leaves                       |
| Multiple attendees                   | More than one person in the organisation having the correct skills & knowledge, future-proofing the investment in case of absenteeism or staff loss                                                                                                   |
| Address Elements                     | A clear understanding of what an address can look like and how this affects the data that should be held in the underlying database                                                                                                                   |
| Basic & Advanced Configuration       | A good foundation in configuring Batch for standard address formats, then advancing to configure any type of data file                                                                                                                                |
| Exporting/Commit                     | Full understanding of the controls available when writing back "clean" data                                                                                                                                                                           |
| Reporting                            | Generating and understanding the reports available within the product and explaining the benefits gained by using the product                                                                                                                         |
| Full day focused on Suppression data | Gives a thorough understanding of the Suppression data and how to configure for different scenarios. With this understanding, attendees can make informed decisions for configuration that best suits the business requirements and thus maximise ROI |
| Filtering                            | The ability to create personalised filters for investigation, action and acceptance of specific criteria                                                                                                                                              |
| Managing Clicks                      | Gaining a clear understanding on how to manage clicks according your Clients needs                                                                                                                                                                    |
| Hands On Training                    | Ensures not only a thorough understanding of the product, but also the ability to immediately apply the skills gained to real-life scenarios. A number of exercises are used to assess the attendee's progress throughout the day                     |
| Cleaning of Client Sample Data       | An opportunity to apply knowledge to the client's own data with support from the Trainer for optimum configuration for achieving maximum ROI                                                                                                          |
| Supporting Materials                 | Training manuals, exercises & supporting sample data are left to allow self-study, knowledge refresh & new users to gain the relevant skills                                                                                                          |
| Personalised Agenda                  | Agenda tailored to client requirements ensuring that timings fit with their business structure & focus is made on areas of specific importance to their culture, goals & processes                                                                    |

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## QAS Rapid & QAS Pro (Plug & Go) Getting Started Day

### Introduction

This course is aimed at clients who purchase either QAS Pro or QAS Rapid Plug & Go. This page is designed to give you a clear concise understanding of the course but should you have any further questions please contact: [training@qas.com](mailto:training@qas.com)

### Course Details

Length: - There are 3 options available

- 1) Half Day Onsite visit for those clients based within the M25
  - 2) Full Day Onsite visit
  - 3) Online Webex
- Attendee No's:-
    - Half Day option – Up to 3 people on searching & best practice
    - Full Day option – Up to 4 people on how to install and configure the product and up to 6 people on searching & best practice
    - Online Webex option - attendee numbers N/A as demonstration styled training
  - Target Audience Examples:- data capture personal; account managers, IT support staff

| <b>FEATURES</b>                     | <b>BENEFITS</b>                                                                                                                                                                                                                                                            |
|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Training takes place at client site | Convenience & practicality: employees and client will have the added benefit of using the product in conjunction with own set-up, and so the configuration doesn't need to be re-done once the trainer leaves. No need to have to organise for staff members to leave site |
| Multiple attendees                  | More than one person in the organisation having the correct skills & knowledge, future-proofing the investment in case of absenteeism or staff loss                                                                                                                        |
| Address Elements                    | A clear understanding of what an address can look like and how this affects the data that should be held in the underlying database                                                                                                                                        |
| Basic & Advanced Configuration      | A good foundation in configuring the product for standard address formats, then advancing to configure any type of address layout                                                                                                                                          |
| Installation                        | Expert to provide help with correct installation and testing onsite to ensure product is fully functioning according to client requirements                                                                                                                                |
| Searching                           | Full training provided on searching addresses and the best practices that should be used in order to complement business requirements                                                                                                                                      |
| Comprehensive Package               | Any option chosen (full day; half day etc) will provide the client's business with a complete product lifecycle starting from full installation of product and data right through to the end user usability                                                                |
| Pasting                             | The ability to create personalised configurations that can be utilised with clients own underlying applications                                                                                                                                                            |
| Hands On Training                   | Ensures not only a thorough understanding of the product, but also the ability to immediately apply the skills gained to real-life scenarios. A number of exercises are used to assess the attendee's progress throughout the session                                      |
| Supporting Materials                | Training manuals, exercises & supporting sample are left to allow self-study, knowledge refresh & new users to gain the relevant skills                                                                                                                                    |
| Personalised Agenda                 | Agenda tailored to client requirements ensuring that timings fit with their business structure & focus is made on areas of specific importance to their culture, goals & processes                                                                                         |

For further information please refer to [FAQ](#) section of the catalogue

## QAS Batch Refresher Training (Upgrade)

### Introduction

This course is aimed at Clients who upgrade to Batch V6.75 or V6.80. It is intended to ensure the upgrade experience is as smooth as possible bridging knowledge gaps where there are differences in the product functionalities. Should you have any further questions please contact [training@qas.com](mailto:training@qas.com)

### Pre-requisites

It is expected that the training delegates would have previously been using the following:

- QAS Batch V5 Standalone and above
- GBR and up to 2 other country data sets
- Any GBR additional data sets e.g. Names; Business; DataPlus; Suppression

*Note: This course is designed for product upgrades only and is not to be targeted at those who have taken on new data sets or attendees that have not used Batch V5 and above before. If a client is new to Suppression or have previously been using V3 then they should take the QAS Batch Standalone or QAS Batch Standalone with Suppression training course.*

### Course Details

- Length:- One full day (start & end time established at point of booking)
- Location:- On client's site
- Attendee No's:- Up to 6
- Target Audience Examples:- Database managers, marketing personal

| FEATURES                            | BENEFITS                                                                                                                                                                                                                                        |
|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Training takes place at client site | Convenience & protection of data: employees and client data do not have to be taken off site as well as the added benefit of using your own set-up, and so the configuration doesn't need to be re-done once the trainer leaves                 |
| Multiple attendees                  | More than one person in the organisation having the correct skills & knowledge, future-proofing the investment in case of absenteeism or staff loss                                                                                             |
| Refresher on existing features      | Assessment of current level of knowledge allows understanding and current set-ups to be ratified, particularly when the product is used infrequently. Unused features will be re-taught to identify potential improvements to current practises |
| Training on all new features        | A clear understanding of all new features and the ability to apply them directly to the client's business to ensure optimum results and ROI.                                                                                                    |
| Hands On Training                   | Ensures not only a thorough understanding of the product, but also the ability to immediately apply the skills gained to real-life scenarios. A number of exercises are used to assess the attendee's progress throughout the day               |
| Cleaning of Client Sample Data      | An opportunity to apply knowledge to the client's own data with support from the Trainer for optimum configuration for achieving maximum ROI                                                                                                    |
| Supporting Materials                | Training manuals, exercises & supporting sample data are left to allow self-study, knowledge refresh & new users to gain the relevant skills                                                                                                    |
| Personalised Agenda                 | Agenda tailored to client requirements ensuring that timings fit with their business structure & focus is made on areas of specific importance to their culture, goals & processes                                                              |

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## Internal Order Process

- For Professional Services to proceed with any training request, order lines must be present on all account.
- Order line information:

| <b>Course</b>                                      | <b>Product Family</b> | <b>Product</b>                                                     |
|----------------------------------------------------|-----------------------|--------------------------------------------------------------------|
| Batch Standalone                                   | PS: Training          | Professional Services: Batch Training (Onsite without Suppression) |
| Batch with Suppression (public course at Experian) | PS: Training          | PS: Batch with Suppression Training (Public)                       |
| Batch with Suppression (at client site)            | PS: Consultancy       | PS: Batch with Suppression Consultancy                             |
| Pro & Rapid (Plug & Go)                            | PS: Setup             | PS: Setup                                                          |
| Batch Refresher                                    | PS: Training          | PS: Training (Other)                                               |

- Once an order is placed the relevant Account Manager will provide a Professionals Services Booking form to Professional Services with appropriate information, including which course is to be delivered. Professional Services will contact the Account Manager to discuss this in detail prior to contacting.
- Professional Services will then be in contact to discuss your specific requirements as well as arrange a convenient date for delivery of service. Professional Services generally work to 2-3 week turn around and in busy periods this may be 3-4 weeks. Therefore no such promises can be made to regarding an expected delivery date without prior consultation with the allocated Trainer or their manager.
- Once the service delivery date has been set and requirements gathered, a Statement of Work will be drawn up in accordance. It will also outline the agenda and include all relevant Terms & Conditions surrounding the service delivery
- Prior to the work commencing the Statement of Work must be signed off by the relevant contact.

## **Frequently Asked Questions & Answers**

The questions below give more information about the courses in general, as well as covering some of the key concerns that you may have. If you have any queries that are not covered in this document then please contact [training@qas.com](mailto:training@qas.com)

### **Does the training day ever expire?**

Yes, 12 months after the day is purchased. These are the standard terms for QAS Professional Services days and more information can be found on our website at <http://www.qas.com/uk/support/licencing/product-licences/uk.asp>

### **Is the training cost per person or per session?**

If an onsite training course is purchased (i.e. delivered at the client's site) the cost is per session, based on a maximum of 6 delegates.  
The cost for attending a public course is per attendee.

### **I was told the software was easy to use, but I have been recommended training. How would this be different from just reading the manual?**

The software is user friendly but the business decisions required throughout the process can be complex and are often not things that have arisen before the product is used. The Trainer is there to guide you through the intricacies of managing your contact data and provide clear, experienced advice to allow you to use the features of the product that will maximise your ROI. One of the key differences between reading the manual & receiving training is that the training is specifically designed and tailored toward your requirements, where the manual is a supportive generic tool. As individuals learn at different paces and in different ways, it will give you an opportunity to ensure that a number of people are fully equipped with the precise knowledge at the same time, meaning a more rapid deployment of the software being utilised in the business.

### **Why do I need 2 days of training for the Batch with Suppression, wouldn't one day be sufficient?**

Cleaning and suppressing contact records correctly is of utmost importance to your business and it is vitally important that the software is correctly understood before commencing this type of process. There is a lot of information about the address and suppression data sets that need to be covered to allow you to make a correctly informed business judgement, for example is the cost of the suppression exercise itself, or the cost saved through fewer returned mailings most important? Whilst it is possible to demonstrate how to use the software in one day, there is too much to also cover the crucial data information, meaning the knowledge you have acquired may be incorrectly applied.

Most clients we have trained have found that being able to discuss and apply their in the training environment has saved them costs and time experimenting with the product after the training has been received.

The first day is spent getting to grips with using the software and configuring in various ways as well as troubleshooting different outcomes. The second day is focussed on advanced configuration using suppression data as well as understanding suppression fully, to help choose which type of configuration best suits your business requirements. By having two



days of in-depth training, it means that the individuals are better equipped with the right level of knowledge and confidence to be able to adapt to changes that may occur with your organisation in the future.

**We have used QAS Batch for years and feel we have enough knowledge within our company to competently use the product!**

The underlying purpose of our products has not changed but we are constantly striving to move our technology forward and offer you different options and data to reference. Our Trainers are on client sites every week and have gained information and experience across a wide range of industries that they can bring to help you further increase your investment in your products. There may be features that are not being used or simpler, quicker ways of setting things up that can be exploited; the Trainer can simply assess your current skills and suggest improvement, as well as looking at your end-to-end business processes for data management.

If you are upgrading there are many new features that may be of benefit, for example if you are moving from Batch V3.30 to V6.80: Batch V6.80 would provide you with a single standalone application that can utilise multiple data sets simultaneously like Names & Business. The training would provide you with the clear knowledge and understanding on how best to configure correctly in order to provide optimum results

**Can the training session be tailored to meet our needs?**

Our trainers will endeavour to meet your specific requirements. This would be outlined in a Statement of Work, which is created based on and around your requested requirements which are agreed & signed prior the training delivery.

**Why is there a limit of 6 people to a training session?**

This allows our trainers to better facilitate the day and to effectively carry out the training session ensuring a high level of personal attention. The sessions require the delegates to use the product all the way through the day, especially for completing scenarios & exercises and so the limit has been put in place for the benefit of our attendees. If you would like more people to attend the course then please let us know & we will try our best to accommodate your request

**If I buy two days training for Batch with Suppression, do they have to be delivered back-to-back?**

We strongly recommend the days are delivered back-to-back for continuity. This is particularly due to the way the course is structured as the first day covers the fundamentals of Batch and the second day covers the suppression and application of Batch to your own data. If consecutive days are not possible then arrangements can be made accordingly through discussions with the Trainer. Please remember that both days will need to be delivered within 12 months of purchase.

**The service seems rather expensive as we are only planning on using the product maybe every 6 months, is there any point?**

The training should be seen as a long term investment in your contact data goals and business benefits. As the gaps between using the product is lengthy, the hands-on nature of the course will cement the attendees' product knowledge and give a better understanding



through additional training materials to utilise as and when required. The knowledge gained from the day may lead to reasons for increasing the usage frequency as our trainers will provide best practice advice surrounding your data management.

### **Why do I have to pay separately for the product, data and the training; it's too much?**

The cost of the software includes a royalty to our data providers as well as full technical support, regular updates and improved data matching through QAS "tidying up" the data we receive. For example, The Royal Mail's PAF does not contain any counties, comes in uppercase and often requires formatting changes to add consistency. We provide you with the full implementation lifecycle from beginning to end and our dedicated trainers provide you with the knowledge to get the most out of the product(s) to reach your goal (not only improve your data but also enhance it). One of the many skills that you will gain is the ability to be able to configure the product against any data. This will mean that as your business changes & grows over time, those trained will have the ability and knowledge to do the same.

### **Is the training aimed at technical people?**

The training is aimed at all but particularly those who will be using the software in the end. It is suitable for those with responsibility for managing, improving and enhancing the current data and the processes and practises surrounding it. Our courses have been developed to accommodate all knowledge and skill levels and will always go at your own pace. Do bear in mind that the training can be tailored completely to meet your specific needs.

### **We don't have the facilities to hold a training session. Can Experian QAS provide facilities?**

If you do not have facilities then you should request to attend one of our public courses. It will not be possible to tailor the day to your own data, but we will try to give as many tips as we can based on the information you provide.

### **Our in-house trainers are competent enough to read the manuals and deliver any training themselves, so why would I need Experian QAS to provide training?**

The product manual covers the set-up of the product but it does not discuss the business needs or application of the product to specific scenarios. Our training sessions include specifically prepared exercises with a variety of relevant sample data files to generate and explain how to deal with certain business scenarios. This ensures the learners are exposed to common issues and know how to troubleshoot them.

Our Trainers have internationally recognised certifications in training delivery and are regularly assessed to ensure their sessions are of the highest quality. They receive ongoing training themselves and have significant experience in the data management arena so will be able to pass on undocumented hints and tips for both the product and your surrounding business decisions.