# Data cleansing

## Unlock the value of your data

Experian's data cleansing solutions detect and remove incorrect contact data

## Trust your data

Clean data is a must have for organisations today and Experian Data Quality's tools are available to ensure you get the most out of your data. The data cleansing service typically provides cleansing against files such PAF (Postcode Address File), Experian National Canvass and the Experian Business Data.

With the majority of organisations using many different avenues to collect data such as telephone, website or post the risk of inaccurate contact records is high. In fact, over three quarters (76%) believe inaccurate data is undermining their ability to provide an excellent customer experience. The most common reasons for inaccuracies are incomplete or missing data (60%), outdated information (54%) and duplicated data (51%).

Our data cleansing solutions instantly detect and remove incorrect or incomplete contact data that you hold:

- Our address validation tools check and correct your customer records, in real time or on an ad hoc basis.

- Our email validation tool can help you maintain a positive sender reputation, boost your email marketing performance and keep your database free of invalid email addresses.

- Our mobile validation tools help you determine if you are collecting accurate phone numbers and stay in compliance with regulations.

On average, 23% of customer prospect data is suspected to be inaccurate in some way. Inaccurate contact records present several potential problems.  Your organisation may not be able to achieve a competitive advantage as business decisions are based on unreliable and faulty contact data. We are able to cleanse and enrich historical data on a one-off or on-going basis as well as implement real-time validation at the front-end to ensure complete end-to-end data quality.

### Key benefits of data cleansing as a service

#### Improved marketing
Accurate data means improved marketing decision making ability and increased deliverability of your commercial and transactional communications.

#### Reduced costs
Less time spent administering your data - removing duplicates, dealing with returns or updating details - means your staff can spend their time on more worthwhile activities.

#### Better customer service
Keep your customers up to date by maintaining accurate records and reducing returned mail and emails. This will also improve perception and reputation in the marketplace.

#### Trust your past data
Historical data should be a business asset, but is often a hindrance - putting your email efforts at risk of being marked spam, for instance. Clean data means you can communicate with confidence

### Step by step – how data cleansing works

**1) Clean and maintain** – Complete missing elements within contact records, correct spelling errors and recode postcodes that have changed

**2) Suppression** – suppress contact data against comprehensive files to remove or flag contacts that have moved, passed away or subscribed to preference services

**3) Enhance** – enrich contact data for a more detailed data analysis and targeted marketing communication

"Data quality is important to Chelsea FC and we need to communicate with our customers effectively. My remit is to maintain data integrity across the business – the only way to do this is to use an address cleaning tool."

- **Vicky Mudge,** Database Manager, Chelsea Football Club

Experian
**George West House**
**2-3 Clapham Common Northside**
**London, SW4 0QL**

**T 0800 197 7920**
**E dataquality@experian.com**
**W www.edq.com/uk**