

QAS Batch



QAS Batch is designed to analyse and clean existing address databases, verifying address entries against Singapore Post's Postal Address File (PAF). This ensures address data is kept up to date, providing improved data integrity in contact databases, resulting in greater efficiency in customer communications and better customer relationships as correspondence reaches its destination.



How clean is your data?

Inaccurate address data can impact almost every area of your business:

- Customer relationships can be damaged
- Mailings may never reach their target audience
- Goods and services may not arrive on time

Arguably an organisation's most important asset is their contact data. Experian QAS solutions allow you to maximise the use of your data. Accurate address data provides you with a wide range of benefits:

- Improved customer service
- Enhanced database analysis
- Postage discounts

QAS Batch works within your existing database to:

- Clean data
- Maintain data validity over time
- Enhance data stored in your database
- Sort your addresses into one desired format

What happens during a typical batch run:

- Incorrect postcodes are updated
- Missing address elements are added
- Spelling errors are corrected
- Verified addresses are sorted into a consistent format

QAS Batch checks thousands to millions of legacy addresses and shows the before and after results in a comprehensive report. Where addresses are not automatically checked, users can manually interact and update where appropriate.

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Business benefits

Ongoing data quality and durability.

It is inevitable that the quality of data will change over time and even decay as residents and businesses move or change their address, for example approximately 6% of Singaporeans, change address every year.

We provide you with regular data updates to ensure ongoing accuracy of data capture. Our quarterly PAF updates, sourced directly from Singapore Post, ensures maximum accuracy of your address data.

Using QAS Batch, the maintenance of accurate address data is made simple. The integrity of your address data will not degrade, and may improve, saving your organisation time and money.

Consistency and a single customer view

Address data cleaned with QAS Batch is consistently formatted, making it easy and effective to share across your organisation. Databases can be merged to produce central stores of essential information, giving your organisation a single customer view. Any international addresses stored are formatted into the correct layout for a particular country.

Increased customer confidence

Accurate address details on all postal communication enhance the perception of your organisation, protecting your brand.

A simple solution

QAS Batch provides a solution that cleans and maintains your data in-house. It reduces the need for external bureau services leading to cost and time savings.

Provides a single solution for worldwide contacts

QAS Batch allows you to cleanse address records of global customers and suppliers by accessing over 300 million addresses from international postal authorities. QAS Batch organises all address records in a consistent format, to user specifications.

Improved analysis

With consistent formatting of address data, database analysis becomes simpler and the results more reliable. Using additional DataPlus data sets available from Experian QAS, you can enhance your database analysis.

Reduced mailing costs

QAS Batch ensures full, correctly formatted addresses on all postal communication, reducing the cost of returned mail.

For further information please contact us on:

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