

QAS Pro



Experian QAS's software helps organisations improve customer relationships and perceptions while simultaneously increasing data integrity and operational efficiency.

QAS Pro is designed to improve the speed and accuracy of capturing address information at the point of customer contact, adding value to a company's most valuable asset – customer and prospect data.

Using QAS Pro saves more than 85% of the keystrokes required to record an address. A complete and accurate address is returned from minimal address information, validated against Singapore Post Postal Address File (PAF). The address is then pasted into any underlying application in a standard, consistent format that you specify.

How accurately do you capture 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

Accurate address data provides you with a wide range of benefits:

- Postage discounts
- Enhanced database analysis
- Improved customer service

The QAS Pro Solution:

QAS is an award winning product from Experian QAS that improves business efficiency and customer service through:

- Accurate data capture
- Maintenance of capture data
- Enhancement of data

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Business benefits

Quick, accurate data capture

QAS Pro saves more than 85% of the keystrokes required to record an address. Our solution ensures that international address data is correctly entered, even when your users are unsure of the correct address layout for a particular country. With QAS Pro address entry is more efficient and reduces the risk of a contact record being misspelt, or inaccurately entered into your database.

Effective profiling

With QAS Pro address records are accurate and consistent, making database analysis easier and results more reliable. QAS Pro is able to add valuable information to residential and business records at the point of capture, allowing you to effectively profile your database for future marketing activity and analysis.

Accurate verification

When outbound calling, QAS Pro can assist in verifying the address details of your customers and prospects quickly and accurately. Every verified prospect address can then be added to your marketing database, and used for direct mail follow-up.

Improved perception

Recording a contact's full address from minimal information creates a professional, efficient first

impression. It eliminates problems with misheard or wrongly spelt information and ensures hand written addresses are recorded accurately and quickly.

Communication

QAS Pro ensures all communications with contacts are addressed correctly, including delivery of goods and services, enhancing the perception of your organisation. Costs can be reduced through potential postage discounts and a reduction in returned mail.

Ongoing data quality

It is inevitable that 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.

Minimal training required

QAS Pro gives search prompts, available in English, French, German and Dutch, to guide your users through each stage of the search. This reduces training and support for users.

For further information please contact us on:

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