

# How to achieve quick ROI with simple data projects

Five top tips from Experian QAS

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# Introduction

By working closely with our customers in Ireland, Experian QAS knows how to help you get the best out of Irish data. This simple top tips paper shows five actions you could take, ranging from free and easy to more complex and strategic programmes, to focus your efforts on getting quick return on investment (ROI) from investing in accurate data projects; the benefits of which will show immediate savings as well as benefits to outlive the recession.

Having a complete and accurate view of your citizens and customers (a single customer view) can help you to:

- improve customer perception and loyalty whilst reducing spend
- focus resource in the right places
- do more for less
- use budget for revenue generating tasks

## 1. Find out how accurate your data is today

Poor data can cost you money. Knowing how accurate the data in your database(s) is, can be a simple way to start updating and managing your customer information. However no project can start without a clear understanding of your data. With a free data healthcheck, you'll be able to see the quality and accuracy of your data in a clear and concise report.

By looking at address changes, spelling errors and poorly formatted data you'll be able to see where the challenges are, and where you should be focusing your efforts for immediate ROI.

It may be that it's a certain type of data that is the most inaccurate. Perhaps your prospect data has the most gaps in it, as there is no constant communication between you and these contacts. It may also be a type of contact, for example the elderly or 65+ group, who are less likely to use the internet to update their details.

### A FREE data healthcheck

Just send us a sample of your data and we'll tell you the number of duplicates you have in your data, the address changes that have occurred and also update any spelling mistakes and gaps.

With this information you'll know how large or small the challenge is, and it'll show you what needs tackling first.

**Email [healthcheck@qas.ie](mailto:healthcheck@qas.ie) for more info.**

## 2. Make the most of what you've got

Rather than spending budget on new prospect data, make more out of the current data you have.

### ...to increase cash flow

Instead of making huge changes to existing processes, which can often be expensive and time consuming, get basic invoicing correct for improved revenue generation. If you have the wrong address, invoices won't be received and your payments not made on time.

Find out more about updating the addresses in your database at [www.qas.ie/cleandata](http://www.qas.ie/cleandata)



## ...to improve accurate reporting

Organisations that can't trust their data should be worried. Without accurate customer information, any strategy to increase ROI is difficult. If you don't have customer contact data right from the outset, then it's almost impossible to identify who your most valuable customers or most in need citizens are, and build an ROI plan from there.

**"1 in 4 organisations are not able to list who the top users of their products and services are. Only 45% use analysis of their best customers to influence marketing strategy and drive new business."**

**(Contact data management: the wise investor, Experian QAS research September 2008)**

Problem areas, such as duplicate contacts, can distort reporting and make a customer appear to be of more or less value to an organisation. Basing your strategy on calculating ROI from 800 customers is very different to determining this from 1,200 customers. This can have serious consequences if that organisation relies on these figures for donations or government funding.

**Look to clean your data and remove duplicates on an ongoing basis to improve reporting accuracy of ROI and increase revenue at [www.qas.ie/cleaning](http://www.qas.ie/cleaning)**

## 3. Look at your biggest communication spend

Managing and updating all of your customer data at once can seem like a daunting task. It also might not always be possible, due to budget and time restraints.

If you're looking for a quick win, consider what activity is costing your organisation the most. This could be a large communication campaign that takes place each year: the annual report, the customer Christmas card list or the local elections mailing for example.

**"For every one piece of mail that is returned 20 are thrown away."  
(The hidden cost of poor data quality, Experian QAS B2B research September 2006)**

ROI can be easily calculated given allocated budget and take up of services or customer spend. However, you should also be aware of how much inaccurate data is costing you, each time you mail.

Think about:

- the leaflets that never reach the intended recipient because the address was incorrect
- the amount of mail that is "returned to sender" as the business is no longer there
- the cost of mailing the same person twice



Each of these challenges, and more are, a result of inaccurate data and cost you and your organisation a great deal in wasted budget and poor customer perception.

Look at cleaning up this data with a one off data clean at the start of the mailing as an initial step. Find out how at [www.qas.ie/bigspend](http://www.qas.ie/bigspend)

## 4. Look to reduce spend by segmenting data

Often sending less communications can be more effective. Targeting mailings by location, industry, and type of person/citizen, or by product or services used, can often generate better response rates and cost less due to smaller print runs. There is sometimes no need to mass market your products or service to your whole database. For those who aren't interested, or where it isn't relevant, the communication may go straight in the bin – a waste of your resource and budget.

Review your contact database and see where communication costs can be reduced. With a more targeted approach, the message will be more appropriate to the audience and response rates and ROI will increase.

Appending geo-demographic data to your existing information can help you segment your data, classify the type of people in your database and predict their consumer habits. Find out how at [www.qas.ie/geo](http://www.qas.ie/geo)

## 5. Don't spoil all that hard work – make sure new data is accurate

If you're confident in the accuracy of your existing data, make sure all your hard work and budget isn't wasted by spoiling your database with new, inaccurate data. Make sure any extra information entering your organisation is entered correctly from the start.

Postal data in the Republic of Ireland can be a challenge to capture accurately, as a single address may have many valid variants. Software from Experian QAS enables you to instantly return an address from the Republic of Ireland with minimal data entry. This eliminates problems with misheard or wrongly spelt details and enables you to capture resident preferred addresses, specifically:

- Locality aliases and townlands supplied by the customer
- Exclusion of An Post postal towns
- Gaelic addresses

With accurate data capture at the source, business efficiency is improved, customer service enhanced and wasted costs are reduced. Capture your new data accurately at [www.qas.ie/accurate](http://www.qas.ie/accurate)

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# Summary

Having accurate customer details is not the only solution for surviving in tough market conditions. However, it's not a bad place to start. We hope the above tips can help you on that data journey. To find out more about contact data management from Experian QAS, and how we're helping our Irish customers to manage contact data, email [info@qas.ie](mailto:info@qas.ie).

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