

Is your contact database accurate and up to date?

QAS for Leisure





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As the leisure industry continues to grow, so does the importance of ensuring the information you hold on prospective contacts and customers is up to date and fit for purpose. Whether you are a membership organisation such as a gym or club, a restaurant or hotel, or a travel or entertainment organisation, the impact of poor contact data management can be significant.

Collecting and maintaining accurate contact details can be a challenge when your business uses multiple touchpoints for data collection such as email, a website, the telephone or written forms. To be successful, you must be prepared to collect contact details quickly and accurately no matter how you are approached.

“As a small private hotel, the time saved in ensuring accuracy with guest and enquiry details is invaluable – the annual cost has easily been recovered several times over.”

Malcom Herring
Proprietor
Blue Hayes Hotel

Limited name and address data collection tools combined with poorly maintained contact databases can significantly impact the effectiveness of your organisation and result in:

- Ineffective mailing campaigns
- Out of touch members, visitors or customers
- Increased website drop-off rates
- Inefficient collection of membership fees
- Wasted budget and resources
- Poor customer experience and a negative perception of your organisation

Tailored products and services for the leisure industry

Experian QAS has developed an award-winning range of products that can be tailored to your specific contact data management needs. From data capture, verification and maintenance of data quality through to enhancing data by adding profiling information, Experian QAS offers a complete solution for the leisure industry. Experian QAS products improve the efficiency and effectiveness of database administration by:

- Collecting accurate data through all touchpoints
- Maintaining your contact data by cleaning and standardising your database
- Suppressing your database to ensure compliance with preference services
- Enhancing your contact records with profiling data for effective analysis and targeting

How can you benefit?

Quick, accurate data capture

Experian QAS products provide an on and offline solution for fast, accurate collection of contact details. Address capture can be achieved in less than 15 keystrokes, offering up to 80% time saving at point of entry. By returning an accurate and validated address, QAS Pro streamlines contact data capture across all available touchpoints, saving you time and enhancing the customers experience.

Track down previous or lost members

Every day in the UK 1,600 people pass away, 18,000 people move house and 1,800 people register with preference services. Without good database administration your contact data will decay rapidly. QAS NameTracer Pro enables you to track down important contacts or those that have not advised you they have moved home. QAS Batch, a cleaning and validation solution, ensures that with an ever changing population, your database will remain up to date and correctly formatted allowing you to effectively market to prospects and customers with company brochures and special offers, and send out renewal information.

Reduce online drop-off rates

For leisure industry organisations that rely heavily on the web as a revenue channel, quick and accurate contact data capture is a must. With consumers favouring web for cheaper and quicker online travel and entertainment

bookings, the eradication of repetitive form-filling from your site streamlines the checkout process and reduces drop-offs. According to research carried out on customers already using QAS Pro Web, 78.3% have seen an increase in the quality of data entering their website and 8% have benefited from an increase in the speed of transactions¹.

Increase efficiency of mailing campaigns

Maintaining correct address details is fundamental for use in mailings to existing and prospective contacts to keep them informed of news, events and special offers. Ensure data quality at point of capture with QAS Pro and continued data quality with QAS Batch. In addition, understanding your contacts' needs through segmentation and profiling will allow you to better target consumers with the services and products that best suit their interests and requirements. DataPlus sets such as lifestyle data work with QAS Pro and QAS Batch to improve your knowledge of your target market.

To reduce your mailing costs Experian QAS offers one of the fastest and most flexible Mailsort packages on

the market. By adding Mailsort codes and completing incomplete addresses whilst updating incorrect information, QAS Mailsort enables you to enjoy savings of up to 40% on mailing costs when sending over 4,000 items at a time.

Experian QAS products and services

When Experian QAS began in 1990, address management was a new concept. Organisations required a quick and effective way of inputting and managing customer contact details. Now it is commonly understood that accurate customer information is vital to building valuable relationships, and data integrity is the key to building a complete view of your customers over time. Experian QAS can now assist with all areas of contact data management.

Audit your contact data and data processes

Take control of your data. A regular audit of all contact databases within your organisation will give you an overview of the completeness, accuracy and currency of your contact data. QAS Professional Services and QAS Batch can help with this process.

Collect accurate contact data

Collecting accurate information from members, visitors and customers is paramount to efficient administration, service delivery and positive perception. Use QAS Pro within your applications to collect accurate address data over the phone, in written form or face-to-face. It saves up to 80% of the keystrokes required to record a contact's full address, and ensures departments minimise inaccuracies and duplicates. With QAS Pro Web you can ensure any contact information captured via your website is accurate and validated.

Standardise for one definitive address

Reduce opportunities for error. Train your staff and implement guidelines to ensure all data across your organisation is entered and maintained accurately and completely. QAS Professional Services can advise and help with this process.

Keep data clean

With QAS Batch you can be confident that data shared across departments is standardised, complete and up to date. This ensures you don't waste

¹QAS Pro Web Customer Research, 2007





valuable marketing and mailing budget, or contact people who can't or won't respond.

Match duplicate records at point of collection

Duplicate records can cause customer dissatisfaction and waste resources. Prepare clean data for matching using QAS Batch. QAS Professional Services can assist with solutions to identify and flag duplicates within your records.

Remove unresponsive contacts

The UK and Irish population is constantly changing. If your database is poorly managed, prospect and customer perception of the organisation can dramatically change. QAS Batch with Suppression keeps data clean and up to date by filtering out those who can't or won't respond.

Enhance your data

Get the most out of your database by having the ability to segment and profile your data and understand your customers and prospects better. As well as residential and international address data, we have over 60 QAS DataPlus sets to enhance any contact database. These include:

- Lifestyle data, such as Mosaic data provided by Experian, to enhance your knowledge of contact

lifestyles so you can target potential customers more effectively

- Grid reference data, supplied by Ordnance Survey, to accurately locate the distribution of your contacts over a grid area if you choose only to market to a specific region
- Business data, which has over 2.7 million UK business names and addresses as well as telephone and fax numbers, location types, employee numbers and Standard Industry Classification (SIC) codes
- Not Yet Built data, supplied by the Royal Mail, which contains address information of properties in planning or construction to provide an uplift to PAF and increase your address matches
- Mailsort codes for you to benefit from Royal Mail's Mailsort discounts when mailing over 4,000 items

QAS Professional Services

The QAS Professional Services team can advise on all data issues and offer solutions to minimise risk and reduce implementation time. They provide invaluable advice and support to ensure you get the most from your investment. QAS Professional Services will work with you to:

- Produce a data quality strategy and associated plan of action for the ongoing improvement of your data

- Prepare free audits of your databases to help you understand your data better
- Reduce integration time
- Ensure a high return on investment
- Significantly reduce reliance on external experts for future maintenance and enhancement of your systems

Bespoke courses tailored specifically for you

QAS Professional Services can provide you with training on all Experian QAS solutions.

Courses can be held at our London and Manchester offices or at your company site. If you have very specific requirements or a large number of users, we are able to offer fully comprehensive, bespoke training packages.

Global partners

Experian QAS works with software providers and systems integrators across the world to deliver accurate capture, maintenance and enhancement of name and address data to users of leading front and back-office applications. Due to partnerships with software providers, Experian QAS technology integrates seamlessly into your existing business systems.

About Experian QAS

Experian QAS provides contact data management (CDM) software and services that help organisations drive value from their data. Every organisation stores contact information on its customers, prospects, suppliers and employees. Over 10,000 organisations worldwide choose Experian QAS products and services to manage the quality and accuracy of this data to improve business processing, financial performance, efficiency and the customer experience. The CDM capabilities include data auditing and standardisation, validation and cleaning, matching, suppression and enhancement. Specialist authentication solutions are also offered to meet the growing demand for electronic identity verification in the wake of rising ID-related crimes.

“We can now be confident that the tickets we issue will reach the right person at the right address. We have also seen a 7% uplift in data quality since using QAS Batch, with 97% of the records now being accurate enough to mail to.”

Mike Fountain
Marketing Database Manager
Leger Holidays

Award winning Experian QAS solutions are a result of year-on-year investment in technology development since 1991, to ensure each solution delivers the highest level of functionality and service support.

QAS Ltd is a wholly owned subsidiary of Experian, the global information services company.



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