

Experian QAS

Software and services to manage contact data effectively



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.

Contact data management

Experian QAS provides software that acts as the primary point of interaction between the user and their data. It helps organisations to manage data processes better and enrich the level of contact information held within data systems. Key propositions within the Experian QAS product range include data auditing and standardisation, validation and cleaning, matching and deduplication, as well as suppression and enhancement.

Benefits of contact data management

Experian QAS software and services bring tangible benefits to organisations by cleaning, maintaining and enhancing contact

data. With organisations estimating that they waste up to 19% of revenue or funding due to poor data¹, there are obvious financial, customer service, and process benefits gained through managing contact data effectively. Implementing a contact data management strategy ensures that business processes are smoother, data quality improves and that intelligent business decisions are based on accurate and up-to-date contact information. Products offered by Experian QAS allow organisations to execute their contact data management strategy independently, or, with the help and support from the QAS Professional Services team.

¹Global contact data management report January 2008, Contact data: the profit maker or the neglected asset?

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International

Outside the Asia Pacific Region, Experian QAS has offices in the UK, Europe and North America, where the company continues to see significant growth and new customer acquisition. The success of Experian QAS within these countries confirms the increasing importance of contact data management on a global scale.

Customers

Over 10,000 organisations worldwide choose Experian QAS products and services to manage the quality and accuracy of their contact data. Experian QAS customers cover many industry sectors including large banking and finance institutions, government, telecommunications organisations, retail and leisure and hospitality to name a few. Examples of customers include Hamilton Island, Spotlight, Rochford Wines, Video Ezy and many more. In addition, a wide range of Experian QAS business partners sell QAS software within their own applications. Experian QAS products have been developed and certified for use within leading applications from Microsoft, SAP and Oracle®, including PeopleSoft Enterprise and Siebel CRM.

QAS Professional Services

Combining extensive consultancy and training expertise, the QAS Professional Services team is available to provide advice and support to ensure you get the most from your software or services investment. In addition to helping with product integration work, QAS Professional Services can work with you to:

- Provide quality training and expertise to help install and roll out software
- Assist in producing a data quality strategy for the ongoing improvement of your contact data
- Carry out a data quality audit to help you understand your contact information better
- We ensure a high return on investment
- Reduce integration time, whether it be in your own bespoke application, or one of our partner applications
- Significantly reduce reliance on external experts for future maintenance and enhancement of your system

Award-winning products

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.

For further information please contact us on:

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