# QAS for Jenzabar CX

## Overview

Inaccurate address data can be entered in a variety of ways. Administrators can misunderstand, misspell, or mistype the address. Additionally, errors can be created by uploading large external lists that have not been properly vetted. These mistakes appear harmless; however they impact departmental communications and increase operational costs.

No matter the department, one theme that all higher education employees have in common is the need for accurate addresses. Whether for recruitment, student services, human resources, or advancement communications, managing the capture and maintenance of contact data is critical.

Experian QAS and Jenzabar have teamed up to integrate real-time verification functionality into Jenzabar CX. With this turnkey integration, Jenzabar CX clients can verify and standardize addresses at the point of entry. Functionality is available at every address touch point within Student Information and Business Office Suites.

### Improve communication

By verifying applicant, student, and alumni address information before it enters Jenzabar CX, users ensure that only accurate and deliverable information is used for outbound communications and constituent profiling. Improving mail deliverability will increase the success of recruitment and fundraising efforts, and will ensure that students receive important and confidential school messages.

### Cut costs and rework

Jenzabar CX clients will cut printing and mailing expenditures as fewer pieces will be misdirected or returned. And with fewer mail returns, staff will spend less time reworking bad data. With less time spent reprocessing contact records and outbound

communications, staff will increase productivity towards higher value projects.

## QAS for Jenzabar CX features:
- Verifies and standardizes address data
- Leverages QAS Pro Web functionality
- Works by invoking the QAS Verification Engine
- Enables quickly via a pre-built, turnkey integration

## How it works
Once functionality is enabled, users across all Jenzabar CX modules will have access to Experian QAS functionality.

Users will continue to enter and update addresses through the CX address fields. Upon saving the new or updated contact record, a CX Window will pop up to either confirm the address or notify the user of an error.

## Integration details
QAS for Jenzabar CX was built and accredited by Jenzabar's CX product team. The functionality is available via a turnkey integration into CX and can be enabled by calling your Jenzabar CX or Experian QAS account representative for QAS license information.

After purchasing Experian QAS, enablement is as easy as installing SMO 12899 and then simply turning on address verification within your Jenzabar CX settings.

## Professional services
Jenzabar CX customers can also use Experian QAS Batch to update existing database records and to refresh data as it ages. With assistance from Experian QAS professional services, the tool can be synchronized within the ADDRESS_MASTER table to 'clean' addresses for CASS Certification®.
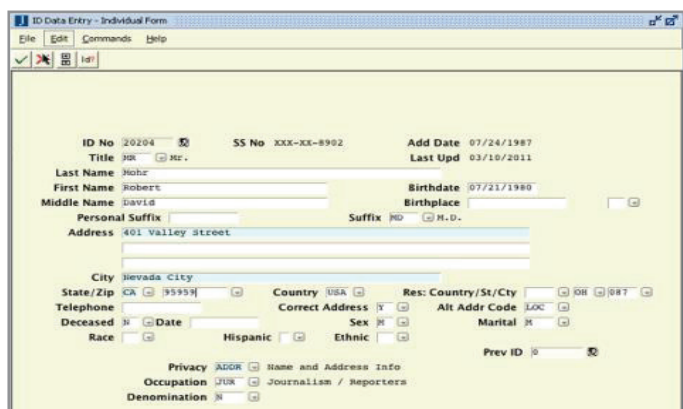
By running this tool prior to campaign deployment, customers are eligible for this USPS® discount, which further decreases the overall campaign costs.

Additionally, CX clients who leverage the Experian QAS Batch tool will also be able to leverage the Experian QAS NCOALINK® utility. As a full service provider of NCOALINK®, which uses the USPS® National Change of Address file, Jenzabar CX users can trace constituents as they move, ultimately increasing response rates and encouraging action.
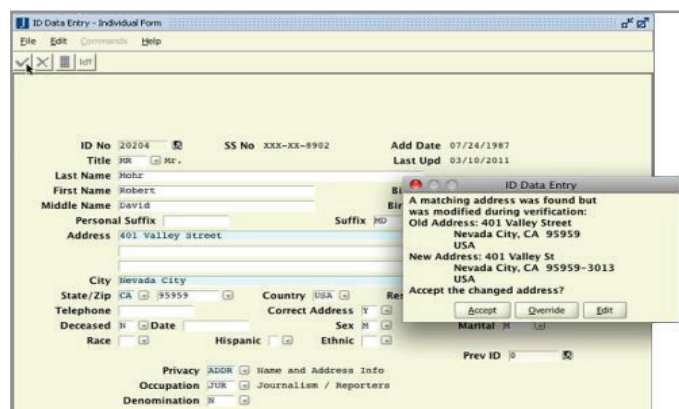
## About Experian QAS
Experian QAS is an address data quality software pioneer. The company's products capture, validate, cleanse, standardize, and enrich customer contact information. Experian QAS provides data validation software and services to more than 10,000 customers worldwide in retail, education, healthcare, insurance, finance, government, and other sectors.

The company was established in 1990 and has offices throughout the United States, Europe, and Asia Pacific. For more information, visit http://www.qas.com.



Addresses are entered directly into Jenzabar CX. Once the record is saved, Experian QAS functionality is invoked.



The Experian QAS window alerts users that an error exists and attempts to find a solution. The user can accept, override, or edit.