

QAS for Red Prairie

Verify, Standardize,
and Enrich Contact
Data for Red Prairie



PARTNER NETWORK

Experian Data Quality and Red Prairie have teamed up to provide Red Prairie Commerce Suite and Store Center with Clienteling clients with integrated address verification functionality. Red Prairie customers can now use QAS for Red Prairie to verify, standardize, and enrich contact data at each address entry point within Commerce Suite, Clienteling, and Store Center.

QAS for Red Prairie provides real-time address verification at the POS and bulk back-end processing for CRM. Implementing real-time address verification ensures an accurate address for each customer record, bringing benefits to multiple departments. Marketing can gain confidence in the data captured at the point of sale – increasing campaign responses and customer loyalty program execution. Operations will find cost savings through fewer address correction fees and a reduction in undeliverable packages that need to be processed and re-shipped.

Is Address Verification Important?

Inaccurate address data occurs in a variety of ways. In a busy retail environment, it is easy for store associates to accidentally miskey an address or incorrectly hear a customer. Alternatively, customers often provide incomplete or incorrect addresses by accident – forgetting to provide an apartment number for example. Without real-time address verification at the point of capture, there's no way to know if a customer's

address is correct until it is already too late.

Bulk list updates from third parties frequently include inaccurate addresses or formatting that differs from your system. Unless the list is scrubbed before entering your CRM these errors are not discovered until the data has already been used – incurring unnecessary costs. To improve third party data, QAS Batch is available as a bulk process in CRM to correct records on the fly.

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Address mistakes seem harmless; however, they hinder customer communications and increase operational costs. The only way to truly ensure that an address is accurate is to verify it during capture. There is no better way to do so than integrating front-end address verification into your Commerce Suite, Clienteling or Store Center system.

Integration Benefits Include:

- Real-time address verification and formatting at each point of address capture – QAS Pro's type down interface ensures faster entry and accurate addresses.
- Bulk address cleansing – QAS Batch for CRM is pre-formatted to handle data columns specific to the CRM's database.
- Minimal change to the user experience – licensed users will use the Experian Data Quality interface within their data capture workflow in both Store and CRM.
- Short deployment timeline – enabling Experian Data Quality functionality takes approximately 1-2 hours; support from the Experian Data Quality technical team will be provided to ensure a smooth implementation

About the Integration

Integration files are available at the time of product download. Experian Data Quality support will install the QAS Pro Server application to enable address verification functionality in your system.

Once QAS Pro functionality is enabled, each time a store associate enters a new customer record, the QAS Pro User Interface window will open. Users can then capture and verify the address by following the intuitive on screen prompts in the QAS Pro User Interface. Only minimal training is required and most users will be proficient after capturing only a few addresses.

Once the address is captured, it will be committed to the database in a format configured to meet your company's standards for storing addresses in Commerce Suite or Store Center.

CRM customers can also use QAS Batch within CRM to clean addresses to maintain the customer database and support loyalty programs. When QAS Batch is enabled, a process is added that looks for new records received by CRM and automatically initiates Experian Data Quality to standardize the address. Once standardized, a match code that denotes the level of address accuracy is stored against the record.

About Experian Data Quality

Experian Data Quality is a global leader in providing data quality software and services to organizations of all sizes. We help our clients to proactively manage the quality of their data through world-class validation, matching, enrichment and profiling capabilities. With flexible software-as-a-service and on-premise deployment models, Experian Data Quality software allows organizations around the world to truly connect with their customers by delivering intelligent interactions, every time.

Established in 1990 with offices throughout the United States, Europe and Asia Pacific, Experian Data Quality has more than 13,500 clients worldwide in retail, finance, education, insurance, government, healthcare and other sectors. For more information, visit <http://www.qas.com>.