

QAS for MICROS-Retail Users



Address errors can occur in a variety of ways. A person may accidentally mis-key an address or forget essential address components, like the apartment number or street directional. And these mistakes can occur across channels, leading to a variety of customer annoyances, business difficulties, and unnecessary costs.

To help retailers manage customer address information, Experian Data Quality has integrated its address verification functionality into MICROS-Retail's application suite. With Experian Data Quality functionality, MICROS-Retail users can verify and standardize customer addresses as they are captured in-store, online, and over the phone.

Whether the information is typed into the system by a store employee, a customer, or a call center representative, Experian Data Quality's verification and typedown tools will improve the speed and accuracy of address capture.

Improving speed & accuracy

In-store & over the phone advantages:

Collecting customer information can be difficult. The pressure to capture information without inconveniencing the customer often causes greater delays and data entry mistakes. Additionally, with multiple stores or call centers to manage and a high employee turnover rate, ensuring data standards is almost impossible.

Experian Data Quality enables store and call center personnel to verify and standardize addresses in real time.

With minimal information entered, Experian Data Quality will return complete addresses and will prompt for additional elements, such as apartment number. The tool eliminates required keystrokes by up to 75 percent, all without impacting accuracy or standardization. And with more efficient data capture processes, customers will see shorter wait times.

Online advantages: Customers who purchase online can easily rush through checkout, making mistakes along the way. And while the goal is to

ensure that each transaction is fast and easy, retailers need accurate addresses to ensure timely shipments.

Experian Data Quality functionality ensures that retailers collect accurate customer addresses without affecting the existing shopping experience. As a customer submits his or her contact information, the Experian Data Quality verification engine is invoked. Often, the customer is unaware that Experian Data Quality is working in the background. If Experian Data Quality cannot intuitively verify and standardize an address, the software will prompt the customer for the missing address elements before the purchase can be completed.

Measuring your return

By introducing address verification into your POS, eCommerce, and Order Management environments, retailers will hone relationship management efforts and decrease operational inefficiencies.

Hone CRM efforts: Greater contact data accuracy will ultimately improve customer service interactions and clienteling strategies. With more accurate demographic information to analyze and act upon, marketers will create more intelligent segments and more relevant cross-sell and up-sell strategies.

Decrease inefficiencies: Verifying customer addresses as they are entered into any application will ensure timely delivery of products, marketing incentives, and any other type of customer communication. And with more packages reaching their intended destinations, retailers will notice a significant drop in returned mail, staff re-work, and mail re-processing costs. Timely shipments will also alleviate call center complaints and any associated customer dissatisfaction.

QAS for MICROS-Retail users

- Turnkey integrations available for CWDirect, CWSerenade, Tradewind, and eOneCommerce
- Custom integrations available for all other applications
- Real-time address verification and standardization functionality
- Intuitive engine prompts for data clarification
- US and international data sets available

Integration specifications

Experian Data Quality offers turnkey integrations within CWDirect, CWSerenade, Tradewind, and eOneCommerce. CWDirect, CWSerenade, and eOneCommerce are built based on the QAS Pro Web functionality. Alternatively, the Tradewind application accesses the QAS Pro UI API tool. Both delivery forms achieve the same address

accuracy standards. Deployment, within all environments, takes no more than 3 hours. The product is pre-configured so that retailers can enable the address verification functionality with minimal assistance from their technical staff.

For more information on how your company can integrate address verification within other MICROS-Retail applications, please contact an Experian Data Quality representative.

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 SaaS 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>.