

Experian Data Quality Address Verification within Episys®



Overview

Address errors are surprisingly easy to make; more importantly, they are often difficult to fix. A teller or branch manager may accidentally miskey an address or forget essential address components, such as an apartment number or street directional. These mistakes can lead to a myriad of business inefficiencies.

To improve the accuracy of member information, Experian Data Quality joined the Symitar™ Vendor Integration Program (VIP). Together the organizations built Experian Data Quality address verification functionality into the Episys® core processing system. With this turnkey integration, credit unions can now verify all member addresses.

Using address verification within Episys will ultimately ensure member satisfaction, decrease operational costs, increase marketing returns, and assist in industry compliance.

Ensure member satisfaction

Experian Data Quality verifies and standardizes each address as it is entered or updated within Episys. Accurate information collected up front, ensures timely delivery of important communications from credit unions.

This ultimately facilitates a smooth member on-boarding process, and solidifies a positive member experience. Timely communications also alleviate member complaints and any associated member dissatisfaction.

Decrease operational costs

With Experian Data Quality, branch staff will capture member information more accurately, saving time and increasing branch productivity.

More importantly, the improvements to address capture will ensure that each mail piece reaches its intended destination. Credit unions will significantly reduce returned mail volumes, any associated staff rework, and mail reprocessing costs.

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Increase marketing returns

Experian Data Quality functionality ensures that branch managers and tellers capture only accurate addresses. With more accurate demographic information to analyze and act upon, marketers are able to create more intelligent segments to better engage with prospects and existing members.

Users regularly experience higher return rates on targeted campaigns that lead to more cross-sell and up-sell opportunities.

Assist with industry compliance

Credit unions operate under strict regulations, related to both member identification and communication. With address verification, the credit union can confidently report that each member has provided valid and accurate contact details, helping to meet the identification criteria.

After the address is verified, Experian Data Quality will automatically standardize it based on postal regulations. This means that each time-sensitive document is delivered quickly and without any confusion or delay, thus ensuring compliance with key regulations.

How it works

Experian Data Quality functionality is available at address capture touch points

within the Episys core. Users modified member addresses as usual, typing directly into the system. As staff tab out of the ZIP Code™ field, the Experian Data Quality tool is automatically invoked.

In most situations, the Experian Data Quality tool will verify and standardize the address in real time, with no user interaction. When user interaction is required to locate a verified match, the user will be directed to the verification page. On this page, users will be prompted to enter the missing address components.

Product features

- Real-time address verification and standardization
- Based on the QAS Pro Web Verification Engine
- Turnkey integration accredited and coded by Symitar
- Bi-monthly postal data updates

Integration specifications

Enabling Experian Data Quality address verification takes, on average, 1 hour. Installation documentation and timelines relate to all standard address capture touch points.

To access the functionality, install the "QAS" Specfile (provided by Experian Data Quality) on the Episys Server and create a new standard RepGen. Install QAS Pro Web and a Java Web Server on a general

application server. Once the installation is complete and the qasSymitar.war file is stored within the WebApps directory on the web server, restart the Experian Data Quality service to enable the new functionality.

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>.