

# Data quality for Utilities

## Maximize customer retention and decrease back-end rework

Utility business models are evolving as they strive to become more customer centric, and in a world of rapid change, information IS power! Improving customer satisfaction, engagement, and trust are necessary to maintain customer loyalty as more power solutions come online. Having accurate customer data helps with targeting for new energy savings such as more efficient appliances, solar power, or power storage solutions. Additionally, contacting delinquent consumers using phone calls is becoming less and less effective. EDQ's comprehensive contact data and consumer data solutions allow utilities to communicate with consumers based on their individual situations, to increase satisfaction and improve collection rates.

## Data Validation and Appends for utilities



### Address validation

Our address validation solution uses the latest USPS® data to verify a physical address, to ensure data is delivery point validated (DPV) and standardized.

### National Change of Address (NCOA)

The NCOALink® service cleanses, standardizes, and updates individuals' data using the latest USPS® change-of-address data over the last 48 months.



### Phone validation

Phone validation identifies accurate and valid phone numbers. It also detects if the phone number is a landline or mobile, so that you have the best mode of contact - via call or text.

### Phone append

Phone append finds the best phone number for individuals by matching names and mailing addresses from the contact list with phone data. It also provides information like phone type, such as landline or mobile.



### Email validation

Email validation helps you confirm email deliverability and improve outreach performance. This solution identifies incorrect, undeliverable, or harmful emails.

### Email append

Email append pulls from a digital identity database of consumer emails which can be matched to individuals' names and postal addresses. It can identify the best consumer email, plus factors like frequency of use.

## A one-stop data quality platform

**Experian Aperture Data Studio** is a data quality platform that runs full-volume analysis across data, seamlessly connecting to hundreds of data sources to create a comprehensive view of client data.



### Aperture Data Studio

#### Top features

- ✓ Impact assessment and scoping
- ✓ Source-to-target mapping & validation
- ✓ Secure data extraction and preparation
- ✓ Data migration prototyping & testing
- ✓ Data profiling and data discovery
- ✓ Ready-made data archival solution

We help utilities organizations make the most of their customer data every day.

[Contact us](#)