



Experian QAS
London, England
www.qas.co.uk

Industry:

IT / Data Management

Employees:

320 (Experian QAS)

Partner Products & Services:

QAS for Siebel

“Bad data can cost an organization up to 19% of its revenue, while impacting upon its reputation with customers. QAS for Siebel prevents poor quality data entering a database while cutting the number of key strokes needed to capture and record an address by 80%.” Stuart Johnston, UK Managing Director, Experian QAS



Experian QAS Enhances Value of Clients' Siebel CRM Solutions while Boosting Return on Investment

Leading contact data management software and services provider Experian QAS helps customers drive maximum business value from their data. More than 10,000 organizations across all market sectors use QAS software to optimize data quality and accuracy.

Challenge

- Help companies running their sales, marketing and customer relationship management operations on Oracle's Siebel.
- Eliminate the risks and inefficiencies of using poor quality, inaccurate, or duplicated contact data within their CRM database.

Solution

- Leveraged long-standing experience as a Siebel user to develop QAS for Siebel, a software solution for validating contact data at the point of entry. Experian QAS has since achieved Oracle Certified Advantage Partner status.
- Made QAS for Siebel available as an integrated, off-the-shelf product and supported it on Windows and UNIX platforms
- Programmed QAS for Siebel to verify name and address details against authoritative data sources to ensure that only accurate, valid, and consistently formatted information is entered into a database.
- Enabled customers to eliminate the problems of wrongly spelt names and addresses and create a more professional impression.
- Allowed customers to append additional information such as name and business details at the point of data capture to enhance marketing and decision-making through improved profiling and segmenting.
- Helped organizations to significantly increase their return on investment in Siebel's CRM suite of solutions.
- Helped Siebel customers to minimize the revenue losses caused by poor information management and "dirty data".
- Incorporated functionality upgrades and enhancements, in line with industry best practice, with new soft releases.
- Provided customer support via Experian QAS Technical Support, with additional product support from Oracle.