

QAS for Artez

Improve data quality within
your online donor system



artezinteractive

“Surprisingly, many of our customers are faced with fraudulent donations. We envision this integration not only improving donor data quality, but also providing an additional layer of protection from fraudulent attempts.”

Philip King, President and CEO
Artez Interactive

Experian QAS and Artez Interactive have developed a turnkey integration that verifies and standardizes address data in real-time, against authoritative domestic and international data sources.

As address information is entered, Experian QAS functionality ensures that only accurate and deliverable addresses are committed into the Artez system. This on-demand data management tool is easy to deploy and is nearly transparent to donors and registrants.

Experian QAS will increase the return on your Artez investment by improving donor perception, increasing profiling capabilities, and reducing administrative costs.

Improve donor perception

Information collected through self-service portals is often incomplete or inaccurate, making follow up communications difficult to execute.

Within the fundraising environment, timely communication is critical to maintaining a positive relationship with constituents. This relationship is essential in fundraising efforts to encourage future involvement and donations.

With Experian QAS front-end address validation, companies can ensure timely delivery of tax receipts, thank you notes, and donation requests.

Increase donor profiling

With more accurate demographic information, organizations can confidently analyze donor contact information. And with greater profile granularity, the charity can create more intelligent marketing campaigns by using specific audience segments. Address verification can also help create a singular donor view by using the standardized address as a unique identifier.

Reduce administrative costs

By verifying addresses at the point of capture, organizations can ensure that communications reach each

Experian QAS
125 Summer St Ste 1910
Boston, MA 02210-1516
T 888.727.8330
us.info@qas.com
www.qas.com

The screenshot shows a web form titled "Provide Your Contact Information" with fields for First Name, Middle Name, Last Name, Address, City, Province, Postal Code, Country, Phone Number, Call Phone Number, and Email Address. A red arrow points from the Address field to a pop-up window titled "Address Validation". The pop-up displays the entered address: "215 Spadina Ave, Toronto, ON, M5P 4P2, CANADA" and offers options to "Update my address" or "Use my original address".

Donors enter address information through the Artez system. Once the information is submitted, Experian QAS functionality is invoked to verify the address. If clarification is necessary, QAS for Artez will prompt the donor for updates.

The screenshot shows a confirmation form with the following details: "m70 870", "215 Spadina Ave", "TORONTO, Ontario", "M5P 4P2", "CANADA", and "mrefai@artez.com". Below this, there are "Fundraising Goals" with a field for "What is your (personal) Fundraising Goal?" set to "\$0.00". There are three checkboxes: "I allow AVS Tests to contact me by email" (checked), "I give AVS Tests permission to contact me by mail (post)." (checked), and "I allow the general public to sponsor me" (checked). At the bottom are "Continue >", "Cancel", and "Back" buttons.

The verified and standardized address is then captured into the Artez system.

intended recipient. With less returned mail to sort and rework, data users will improve productivity, reduce wasted mailing costs, and increase time available for higher value projects.

QAS for Artez features

- Real-time address verification and standardization
- Integrated, turnkey solution
- Flexible and customizable to fit each organization's unique process
- Formatting and standardization to 15 international countries based on specific postal authority regulations
- Accredited by Artez Interactive

About the integration

QAS for Artez is an on-demand platform that is housed at Experian's data center. The environment offers a robust, reliable and highly secure infrastructure that is operational 24 hours a day.

Data updates are automatically applied, reducing any potential strain to the client's IT team and ensuring only the latest address information is retrieved.

Maintaining the donor experience

Experian QAS' address verification functionality is seamless and transparent. Most often, the user will

be unaware of Experian QAS' involvement in the address cleansing process.

When user interaction is necessary, for example to clarify the apartment number or street directional, QAS for Artez will prompt the individual for the missing elements. The workflow is consistent with Artez's current system, ensuring the same donor experience.

Minimizing deployment time

The integration is well documented. With the aid of Artez staff and an Experian QAS consultant, the software is loaded and running in the on-demand environment in just a few hours.

About Experian QAS

Experian QAS is an address data quality software pioneer. The company's products capture, validate, cleanse, standardize, and enrich customer contact information. Experian QAS provides data validation software and services to more than 10,000 customers worldwide in retail, education, health care, insurance, finance, government, and other sectors. The company was established in 1990 and has offices throughout the United States, Europe, and Asia Pacific. For more information, visit <http://www.qas.com>.