

Experian QAS for State and Local Governments



The common bond between state and local government agencies, no matter their mission, is that inaccurate address data adversely affects operations and budget, and in some instances compromises the level of service provided to residents.

The integrity of a government agency's constituent database, specifically the physical address information maintained in it, is critical to departmental procedures and customer service. Having this piece of information correct ensures an agency communicates with its residents on the first attempt and creates framework to support the high-level of customer service demands of today's increasingly tech-savvy public.

The state and local departments working with Experian QAS vary in mission but all have responsibilities to which address data accuracy is critical: law enforcement, motor vehicle agencies, unemployment offices, parks and recreation departments, health and human services organizations, tax administration offices, welfare, and county prosecutor and court offices.

These groups, among others, maintain databases of private, resident data. Some capture data during face-to-face interaction, others in call centers or via the Web. The Experian QAS suite of point-of-entry address verification products ensures the quality and deliverability of address information as it is captured, before it is fed into wider agency systems where address errors inhibit communication, generate the need for re-work and consume already constrained agency budgets.

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Operational Impacts of Incorrect Address Data

Constituent data management is necessary to core department processes. In health, welfare and human service departments as well as law enforcement organizations, inaccuracies are a matter of employee and public safety. Administrative procedures are adversely affected at the county assessor or tax collector's department if time-sensitive financial documents are delayed or never delivered. Sheriff administrations may find instances of undeliverable warrants or other official communication. At the county parks department erroneous addresses lead to lost renewals and permits, and some departments that make decisions on the basis of geographical data find that inaccuracies skew data analysis.

“QAS is a critical tool in improving the accuracy of your database...entering new transactions with accurate data saves time and money in the long run”

— Ginny Lewis
Director, Nevada Department
of Motor Vehicles

Bad address data has a measurable impact on state and local government budget's and employee productivity. Whether an office is tasked with maintaining address data or delivering critical documents or services, inaccuracies affect the bottom line in the loss of revenue from returned mail. Additionally, employees already dealing with mounds of data entry can be slowed down by the research and re-work caused by bad address information.

A Complete Address Verification Strategy

Validating address data as it is captured, before it is committed to an agency's database, is the most logical way to prevent errors. This point-of-entry approach to address verification guarantees that an agency is working with verified data on the first attempt and stops the proliferation of inaccurate data – both internally and to external departments that may rely on it.

Point-of-entry address verification comprises interactively confirming data in real-time with the person supplying it, whether face-to-face, over the phone or through a Web portal. Verification at the point-of-entry immediately flags missing or incorrect information so that it can be corrected prior to reaching an agency's master record.

Traditional back-end cleansing tools are only a partial data quality solution; such products are critical in attempts to standardize legacy data or records obtained by a third party but they will only correct a portion of your database.

Point-of-entry tools from Experian QAS also deliver a more efficient way for department staff to capture address information, streamlining

data entry and automatically formatting and standardizing information.

Experian QAS for Government Agencies

QAS Pro is a point-of-entry verification tool for department personnel capturing address information through interaction with residents. QAS Pro validates address information in real-time against official postal authorities as it is captured.

QAS Pro Web brings point of entry validation to Web-enabled applications such as resident-facing portals and self-service websites. This technology verifies address information as it is submitted and prompts the user to provide clarification if the address is not complete.

QAS Batch cleans, completes and verifies existing records, improving confidence in an agency's legacy database or data acquired through a third party. Over time, frequent address cleansing helps prevent data decay by keeping the address database correct, accurate and up to date.