

Capscan



International Bureau Services

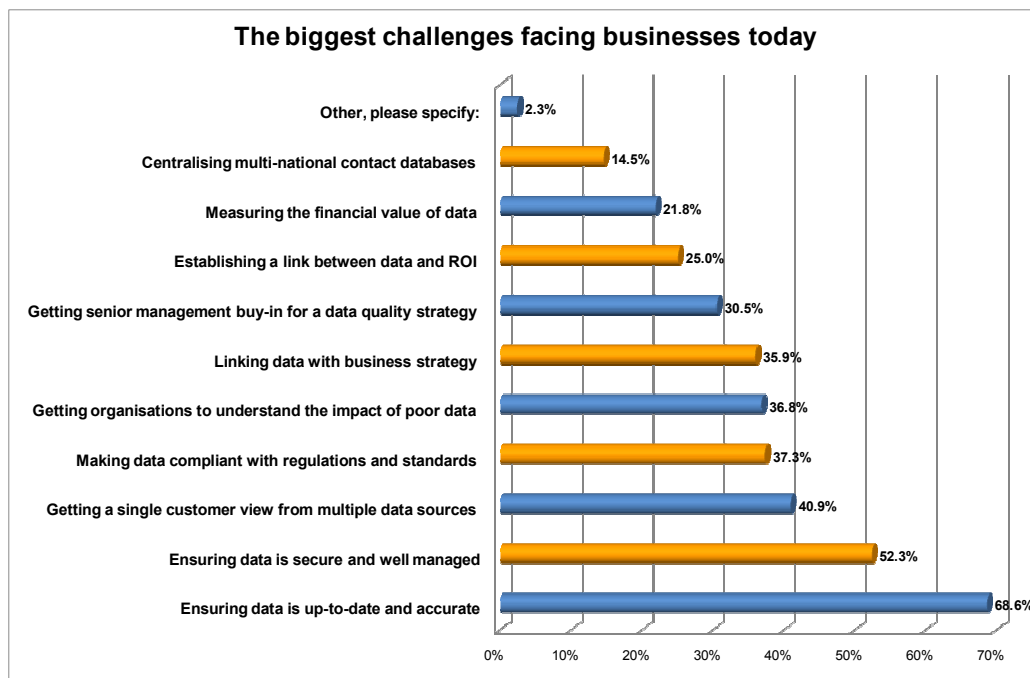
The Importance of Strategic International Data Quality Management

Poor data quality has far-reaching effects and consequences for companies, wasting millions of pounds every year. Poor data management not only impacts on profit margins, but can also damage an organisation's brand, and increase its exposure to fraud and data protection penalties. According to a global data management study by PWC, 75% of companies surveyed admitted that defective data impacted them financially. Unfortunately, for companies conducting international trade, and using international contact data, the problems can be far worse. Often systems are set up for national data, and operators have the cultural and linguistic background to understand this data, so data errors tend to have relatively less impact than when international data is being gathered. Systems which cannot handle foreign languages or name and address formats, and operators without the background or linguistic abilities to recognise potential errors, will create major data quality issues which have major impacts on downstream processes. The damage to ROI, particularly specifically regarding data quality initiatives, can be extreme, and can also greatly damage a company's ability to conduct cross border business and maintain good international branding.

“Only 12.8% of companies surveyed made use of international address validation and just 38.8% had an enterprise-wide data quality management policy in place.”

“Data Quality: Reality and Rhetoric” – Graham Rhind, 2010

Businesses are now more than ever realising that access to high quality international data can help them streamline business processes, cut costs and deliver better customer service in an increasingly competitive global marketplace. Further, by optimising international data a firm can obtain an in-depth 360° view of customers, resulting in better decision making and more effective sales and marketing on a cross border level. For companies that operate in this dynamic global arena, these uncertain times offer both exciting business opportunities and daunting challenges. Organisations who are able to seize the opportunities for international trade or exploit developing markets, will gain a competitive edge over rivals, whilst at the same time boosting their own ROI.



Source: *Graham Rhind, Reality and Rhetoric 2010*

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For international businesses undertaking regular cross country sales and marketing campaigns, accurate address and contact information is essential. Ensuring that your international data remains up-to-date and accurate can be especially problematic as companies are faced with the additional issues of unfamiliar languages, character sets and different country address formatting. This is where the Capscan International Bureau can help. From as little as two pence per record, the International Bureau can check, cleanse and enhance your records, enabling you to maintain optimum data in your database and to achieve a better ROI on your sales and marketing activities.

"A company that sends out a mailing of 200,000 items with a five percent error (duplicates, gone aways and undeliverables), could be wasting over £100,000 a year."

Royal Mail

The data processing and cleansing services available from the International Bureau include:

- Address validation and formatting for over 240 countries or territories
- Business address validation, profiling and data appending
- Global geocoding for more than 240 countries or territories
- Local language salutations formatting for over 35 countries or territories
- Transliteration for multiple languages including traditional (正體字) and simplified (简体字) Chinese, Japanese Katakana (カタカナ, 片仮名), Kanji (漢字), Korean Hangul (한글) etc
- Telephone number verification, formatting and appending for 200 countries or territories
- Telephone and mail preference (TPS/MPS) screening
- DMA Pander mail preference screening for USA and Canada
- Relocation flagging and address update
- Deceased and mortality screening
- Goneaway suppression
- Consumer name validation
- Gender breakdown analysis
- Suspect data analysis
- De-duplication of records
- Consultancy service and advice
- Data audit

Data Audit & Reporting Services



A FREE International data audit and reporting service is available to enquiring new customers. The data audit enables organisations to make informed decisions regarding the use of their international data in Sales and Marketing. It assesses the health of your data and provides you with a full report outlining how accurate and up-to-date your international address records are, the issues with the data and what can be achieved and improved upon through cleansing.

Key Features & Benefits

The Data Audit:

- Generates an accurate 'picture' of the health of your customer data
- Ideal for a data consultancy and audit prior to migration or data quality (DQ) initiatives
- More informed decision making and strategy can be achieved as the customer has a better understanding on quality of the data
- Online service available
- Generates a comprehensive report



About Capscan Ltd – The Data Quality Experts

Capscan is a leading supplier of international addressing and data quality management solutions and services. The company has over 38 years of experience in providing data quality solutions to companies worldwide and is headquartered in London with regional offices in Manchester, England and Edinburgh, Scotland.



Capscan offer cross-vertical solutions that are used across a wide range of industry sectors including:

- Marketing
- Manufacturing
- Public Sector
- Central Government
- Local Government
- Emergency Services
- Telecoms and Utilities
- Financial Services
- Transport and Distribution
- Retail
- Healthcare
- Travel and Leisure

There are currently more than 1800 customers worldwide across various commercial and public industry sectors using Capscan products and services. In the UK alone, there are more than 140 different government departments, agencies and local authorities using our solutions. Capscan's customers include well-known blue chip companies such as HBOS, Barclaycard, BT, and Ford.