

# Match your records for a single citizen view

QAS Identify for Public Sector

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Identifying duplicate contact records is an essential part of any contact data management (CDM) strategy. But for many organisations it is a challenge to identify multiple records that relate to one individual due to persistently changing data.

Every year, name and address details are subject to change because:

- 10% of the UK population move house<sup>1</sup>
- 300,000 marriages and 140,000 divorces take place<sup>2</sup>
- An estimated 40,000 deed poll name changes are undertaken<sup>3</sup>

Having the ability to identify duplicates, even after details have changed, is a crucial building block to effective citizen management. It can help you track citizen changes and maintain a single view of them across your organisation.

### The need for a single citizen view

Having accurate citizen data will improve how you deliver your services and support you to:

- Hold more accurate information for better decision-making and improved services
- Improve your knowledge of citizen behaviours
- Reduce wasted revenue
- Cut your organisation's inefficiencies and costs
- Improve customer service delivery and data migration plans
- Enhance your organisation's image

Effectively tackling duplicates will also benefit various government-specific projects such as Council Tax Tracking and Local Authority partnership projects.

### QAS Identify

QAS Identify is a flexible software solution that locates and matches disparate citizen records to provide an organisation with a single citizen view. This is done through a combination of advanced algorithmic technology and Experian's vast knowledge base of consumer data.

QAS Identify can make informed decisions regarding whether two or

more individuals within a database or across multiple databases are the same person. It can therefore analyse an existing database of contact records and identify duplicates, even if an individual's details have changed.

It can also verify whether two seemingly identical records are the same person or two different people. For example, your database may show a Mr S Jones and a Sam Jones with matching address and postcodes, from this you could assume that the data relates to the same person. However, Experian's knowledge base can recognise that the records actually relate to different individuals, Mr Simon Jones and Miss Samantha Jones. QAS Identify can assign a unique key to each record, making it much easier to track these citizens.

QAS Identify can flag individuals living at the same address, which is useful in scenarios such as verifying single person occupancy claims. It can also identify family members living in the same household.

### How does QAS Identify work?

Data passes through QAS Identify where each citizen record is automatically cleaned and given a numerical 'key' unique to that person. Operators can then use the key to retrieve all of the records held for a citizen to gain a complete view on all contact they have had with the organisation and its various departments. 'Family', 'Household' and 'Natural' keys can also be appended to recognise links between individuals:

**The Family Key** – A matching tool identifies members of the same family and assigns a consistent key.

**The Household Key** – A unique matching algorithm allocates a key for every household which is consistent every time.

**Natural Key** – This process enables you to develop your own trusted keys where you can separate records and structure the keying process around your criteria.

### The organisational benefits of QAS Identify

#### The creation and ongoing maintenance of a single citizen view

Unlike pure algorithmic solutions, QAS Identify can perform a match regardless of name and address changes. Returning a consistent key every time a record is presented provides you with the ability to identify duplicates, even if an individual's details have changed.

#### Improved customer service and organisational efficiency

There are often many channels for collecting citizen data, such as a website or call centre. This data is often stored across numerous databases and is subject to change as people move house or change name and status. A single citizen view combines an individual's total interactions with the government, including past incidents, registrations, claims and services. This can improve how government agencies deliver their services which, in turn, enhances citizen satisfaction and restores trust in the government.

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**“Better customer data management has the potential to enable local public services to transform from a reactive, disparate service into a proactive and integrated set of services.”**

**Tony Ellis**  
**Head of ICT**  
**London Borough of Brent**

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#### Accurate citizen communications

QAS Identify finds disparate data records and ensures that previously unrelated data sources are flagged as being the same person, revealing consistent, accurate and complete information.

#### Easy to set up and install

The software is easy to set up and configure, allowing it to be integrated into in-house or third party software. It can run on both Windows and UNIX operating systems. Once initial set up has been completed, it requires

<sup>1</sup>Based on Royal Mail NCOA data of 1,500,000 households and 6 million people.

<sup>2</sup>Based on Ordnance Survey data.

<sup>3</sup>[http://www.bbc.co.uk/insideout/yorkslincs/series11/week5\\_deed\\_polls.shtml](http://www.bbc.co.uk/insideout/yorkslincs/series11/week5_deed_polls.shtml) 09.02.2007.

minimal technical resources and maintenance and updates are provided on a quarterly basis.

### The technical benefits of QAS Identify Powerful matching techniques

Experian's knowledge base adds significant intelligence when partial data and/or records that possibly match multiple records are present on the customer file. Pre-loaded with Experian reference data, a persistent person ID allocation is enabled, regardless of address moves.

### High speed and scaleable

The near real-time matching and keying during online transactional or analytical processes can speed up response times. Depending on the underlying quality of your data, you can process up to 8 million records per hour using minimum specification hardware.<sup>4</sup>

### QAS Professional Services

The QAS Professional Services team can advise on all data issues and offer solutions to minimise risk and reduce implementation time. They provide invaluable advice and support to ensure you get the most from your investment. QAS Professional Services will work with you to:

- Produce a data quality strategy and associated plan of action for the ongoing improvement of your data
- Provide a free audit of your database(s) to help you understand your data better
- Reduce integration time
- Ensure a high return on investment
- Significantly reduce reliance on external experts for future maintenance and enhancement of your systems.

### Why Experian QAS?

Experian QAS provides contact data management (CDM) software and services that help organisations drive value from their data. Every organisation stores contact information on its customers/citizens, prospects, suppliers and employees. Over 10,000 organisations worldwide choose Experian QAS products and services to manage the quality and accuracy of this data to improve processing, financial performance, efficiency and customer experience. The CDM capabilities include data auditing and standardisation, validation and cleaning, matching, suppression and enhancement. Specialist authentication solutions are also offered to meet the growing demand for electronic identity

verification in the wake of rising ID-related crimes.

Award-winning Experian QAS solutions are a result of year-on-year investment in technology development since 1991, to ensure each solution delivers the highest level of functionality and service support.

<sup>4</sup>Number is based upon high level quality data.



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