



“Local authorities and their partners (both local and central) with powerful, well implemented Customer Data Management (CDM) practices will be able to offer their customers a personalised service based on a complete understanding of their needs and preferences.”

‘Business Benefits of Customer Data Integration’,
Tony Ellis, Chair of Data Connects group.

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

‘Business Benefits of Customer Data Integration’
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Chair of Data Connects group

Organisation-wide data integrity

The era of local governments not truly knowing who their customers are, not being able to provide a joined up cross-council service, and having out of date and inaccurate customer information is well and truly over. Having to align with national initiatives such as Tell Us Once, Contact Point, Reducing Avoidable Contact (NI 14) and Government Gateway, to name but a few, means that Public Sector organisations must now concentrate on

integrating systems and improving the overall quality and management of the contact data within them.

Without effective Customer or Contact Data Management (CDM) and a central master database, it is easy for resource to be wasted and service levels to reduce. Both can ill be afforded in today’s economic climate. The need for good quality, accurate data within Public Sector organisations is now deemed absolutely critical.

Exploiting gazetteer data with QAS Gateway

Access to, and intelligent use of, the Local and National Land and Property Gazetteers (LLPG and NLPG), the Corporate Address Gazetteer (CAG) and the National Gazetteer for Scotland, can enable the exchange of complete, accurate and

standardised location data and knowledge across many departments and organisations. QAS Gateway facilitates the use of this governmental gazetteer data by seamlessly integrating into existing applications across your whole organisation. Such integration saves time, cost and reduces risk, and with a clear interface it is also easy to use.

- Reduce common mistakes in data and improve customer service through validating data at the point of capture

The benefits of QAS Gateway

According to CEBR, the NLPG could save local government in England and Wales at least £54.4m per annum, therefore being able to use it intelligently is key. With QAS Gateway, organisations can not only achieve organisation-wide data integrity but can also expect:

- Improved customer service through validation at point of contact data collection and intelligent search methods across accurate property information
- Increased efficiency through a reduction in inaccurate or duplicate contact data
- A high return on investment through savings from the avoidance of expensive retrospective cleaning of inaccurate or duplicate records
- Shared services with use across multiple systems including the web, and the enablement of a single customer view

“QAS Gateway brings the NLPG and the National Gazetteer for Scotland within the reach of more departments. It allows consistent address search functionality to take place across all departments within an organisation, thereby reducing the overheads of searching multiple databases and reducing the risks of inconsistent and duplicated errors.”

Sarah Burnett
Senior Analyst
Butler Technology Assessment

How does QAS Gateway work?

QAS Gateway consists of a database builder which compresses and indexes gazetteer data enabling new departments to use the gazetteer according to ongoing requirements. It does this by compressing and indexing millions of address records in real time allowing a user to search, collect and clean against the national gazetteers. Users can:

- Intelligently search across accurate property information for more streamlined allocation of resources
- Find addresses and property grid references quickly, with minimal address information or manual input

“We were keen to use QAS Gateway right across Brent council to improve the quality of the address information we hold. Improving address quality is an important part of our ongoing Client Index project which has built a true single citizen view of those living and working in the area. Introducing QAS software has enabled us to exploit our Local Land and Property Gazetteer and ensures we capture better quality data, first time.”

Chris Waterman
Client Index Project Manager
London Borough of Brent

Supporting QAS solutions

In addition to the database builder, QAS Gateway consists of:

- QAS Pro and QAS Pro Web which allow desktop or online collection of standard information against the LLPG, NLPG, CAG and National Gazetteer for Scotland
- QAS Match which prevents duplicate records by enabling comparisons before data is entered
- QAS Batch which enables regular cleaning and standardisation of data against the chosen data source

QAS Gateway enables an organisation-wide data integration solution without the need for a system re-architecture or a lengthy integration project. Utilising QAS Gateway will also minimise any risks associated with this type of project. The solution can be delivered in one of two ways:

- Fully integrated within the application
- Standalone

QAS Professional Services can work with you to provide an audit on those key business applications that currently have, or in the future may have, a requirement to use the gazetteer, either local or national, as its address data source. The report produced from this is a joint document which plans out the milestones and goals to implementing QAS Gateway across either an individual department or an entire organisation. This will help to mitigate risk and allow you to see the processes and requirements of this solution clearly.

“The Gateway solution has the potential to make search processes more efficient and to bring the NLPG within the reach of more users, helping organisations deliver services faster and more efficiently.”

Tony Ellis
Chair of Data Connects group

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