



Data Cleansing

Cleaner data for better
business results

Customer data constantly changes as people and business change their contact details and addresses are updated or new properties built. Businesses of all sizes must maintain clean customer data in order to deliver the experience customers now expect.

Unclean data is no longer acceptable

With so much technology and expertise available, customers expect businesses to maintain accurate, up-to-date contact and address data.

Incomplete or inaccurate data leaves a bad impression and can cost your business time, money and customers. In a matter of seconds, customer perception can change due to incorrectly addressed communications. All of which means that the effort and investment you've put in to customer acquisition, retention or re-activation campaigns may be lost in an instant.

Comprehensive, customisable service

Our Data Cleansing services are designed for businesses with large volumes of contact and address data that needs to be cleansed either offsite or on a continuous, automated basis as part of an overall data governance, compliance or data quality management programme.

We can also help you enhance your customer data for profiling, targeting and segmentations purposes with our [Data Enhancement Services](#).

Why choose Royal Mail?

We build and develop industry-leading contact and address files including PAF® and NCOA® and handle millions of goneaway mail items every year.

Alongside Royal Mail datasets, we also use the most comprehensive UK suppression and verification files to help ensure the highest cleansing standards which means your customer data is cleansed against the most accurate and up-to-date contact and address data available.

We really understand the importance of clean data and the business of improving data quality. We're able to turnaround data cleansing quickly and effectively and build a tailored solution for you based on an initial audit of your data.

Data quality audit

You may not always know the status of your customer data before you start to cleanse your data.

Based on a sample of your data, we'll provide you with a [free Customer Data Quality Audit Report](#). This report will help to give you a strong indication of the status of your data before we start the cleanse process for you.

Cleansing options available

Data cleansing	Datasets
Address and postcode validation	Royal Mail - PAF®, Multiple Residence™, Alias™, Not Yet Built™, Just Built™
Residency verification	Verifies data against a universe of over 40m consumers including the Edited Electoral Roll
Mover identification	Identifies consumer and business movers from Royal Mail's leading change of address files
MPS, TPS & Baby MPS suppression	The DMA - Mailing Preference Service (MPS), Telephone Preference Service (TPS), Baby MPS
Goneaway and deceased suppression	All leading suppression files

Additional services include: De-duplication, stop file creation & suppression, salacious word screening, contact name split

Key features

- Bespoke service for a one-off cleanse or include as part of an overall customer data quality management programme
- Identify movers, incomplete or inaccurate addresses, duplicates and suppressions including goneaways, deceased, preference services and credit risk
- Data normalised into structured format for integration with internal business systems
- Matching against datasets that are continuously updated on a daily basis to ensure accuracy and data integrity

Key benefits

- Reduce wastage resulting from returns or goneaways
- Improve marketing effectiveness and customer experience
- Ensure compliance with data management industry regulations
- Deliver personalised, accurate customer acquisition, retention and re-activation campaigns
- Ensure communications reach intended recipients first time, every time
- Produce accurate, analytics-ready contact data for improved profiling and targeting



Request your Customer Data Quality Audit Report

About Royal Mail Data Services

Royal Mail Data Services is a business unit of Royal Mail Group. We're committed to helping our customers build data-driven businesses to improve business performance.

Customers work with us for many reasons. To find new customers. To identify new sales and customer retention opportunities. To reduce the cost of using inaccurate or out-of-date address data. To enhance customer experience by delivering more personalised, relevant and welcomed communications and interactions.

For more information:

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