



*Auditing, Cleaning and Enriching your data*

# dataACE User Guide



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## INTRODUCTION TO dataACE

The DMA estimate that approximately £100 million is wasted every year by companies mailing individuals who have moved. With response rates falling, it is imperative that marketing campaigns are hitting as many customers as possible, and that precious marketing budget is not wasted on incorrectly addressed items.

Your customer data is one of your most valuable assets so you need to ensure that you are making the most of it. With 3 million people moving house and 58,000 bereaved households each year, plus 70,000 phone numbers being added to TPS each month, staying on top of your data is a full time job.

Now with dataACE you have access online 24/7 to all the leading industry suppression files such as GAS, NCOA, Mortascreen and the Bereavement Register.

dataACE is a one-stop shop for cleaning, suppressing and appending data. You can run a customer file through dataACE in order to audit your data before you decide whether to go ahead and purchase the results. And it's quick, a 100,000 file can run through in a matter of minutes.

dataACE can also be used to code up records with CACI's proprietary classification tools such as ACORN, Financial ACORN and PeopleUK.

dataACE is easy for non-technical users too, involving just 5 simple steps from selecting the services you require, importing your records, selecting job options and output specification to running the data. You will then be sent a report showing results, which you can choose whether to collect.

# TELEPHONE NUMBERS

## Consumer Telephone Numbering

Add or amend telephone numbers on customer records by screening against the BT subscriber database.

Receiving up to 50,000 changes every day, the BT file holds information on over 27 million subscribers; including more than 12 million standard consumer listings and over 12 million ex directory consumer records, for which an XD flag can be applied.

Invaluable to those businesses that rely on the telephone as a primary channel to market, screening against the BT file ensures that call centres operate at maximum efficiency.

By populating empty database fields, amending inaccurate numbers and highlighting those records for which no telephone number could be found, this process minimises wasted effort and resource, reducing costs and improving ROI whilst ensuring that brand equity is not affected by poorly targeted calls. Agent morale and productivity is also sustained at higher levels by reducing connection failures and irritating calls to incorrect recipients.

## Consumer Ex-directory (XD) Flagging

Approximately half of the 24 million plus UK consumer telephone numbers are ex-directory.

The release of the XD file in May 2002 provided a number of benefits, not least the ability to verify existing contact details. Although an XD number cannot be provided, a flag confirms that the

name and address details on the customer file correspond with the BT data, in turn suggesting an existing telephone number may be usable.

Verification of contact details reduces spend on outbound campaigns, and the XD flag also suggests which customers may be less responsive to telesales than other contact channels.

## Telephone Number Structural Validation – Mapper

Derived from geographic data, postcodes, UK STD codes, exchange codes and number lengths, the Telephone Number Structural Validation (Mapper) service can verify and improve the accuracy of telephone numbers by ensuring that they meet current dialing standards.

Incorporating updates from Ofcom, plus STD code revisions, Mapper compares existing customer data to the latest telephone number and postcode information, validating and amending records where possible.

Designed to reduce costs and call centre wastage, Mapper corrects STD codes, updates postcodes and removes spaces from telephone numbers for dialing equipment. Mapper can also be used to geographically validate STD codes, confirming where telephone numbers are in the relevant postcode and making it possible to geographically plot the data for analysis, locality weighting and profiling.

## NAME & ADDRESS DATA

### **Postcode Address File (PAF)**

The Royal Mail Postcode Address File (PAF) is the most current and complete address database in the UK, containing over 27 million records. The address enhancement process takes customer details and compares the component address elements against the PAF file.

Using sophisticated search routines and 'fuzzy matching' techniques, the process corrects and updates customer records that contain abbreviations, spelling errors and incomplete address information.

Essential to the success of all direct marketing, correct addresses ensure the accuracy and efficiency of mailing campaigns, sustaining the brand image and helping companies to achieve significant postal discounts. In addition, PAF standardised addresses will improve targeting and profiling whilst reducing wastage by increasing the efficiency of other data cleaning procedures.

# CONSUMER SUPPRESSION

## **National Change Of Address (NCOA) Suppression**

More than six per cent of the UK population moves house every year, having a significant impact on the quality of information held on customer and prospect databases.

The National Change Of Address (NCOA) file is one of the most comprehensive sources of home-mover data available, containing in excess of 13.5 million address change records.

Compiled from Royal Mail's Redirection Service, the NCOA file receives monthly updates of approximately 100,000 new records and holds information dating back to 1993.

Screening using the NCOA file effectively identifies address changes on the database, flagging home-mover records for removal from the file.

## **National Change Of Address (NCOA) Tracking with Names**

Almost 10,000 UK residents move house every day.

The National Change Of Address (NCOA) file provides details of more than 13.5 million address changes dating back to 1993. Using information from Royal Mail's Redirection Service, the NCOA receives up to 100,000 records every month and contains both old and new addresses for each registrant.

The NCOA Tracking with Names facility identifies records for which a new address is available and optionally overwrites existing details or appends the revised address in a separate field. The service can also be used to track multiple address changes.

## **Gone Away Suppression (GAS) file**

Every year more than 3.5 million people in the UK move house, devastating the quality of information on customer databases.

Launched in 1992, the Gone Away Suppression (GAS) file uses information from private and public data sources to create a comprehensive database of qualified mover information. Used to clean one third of the UK's direct mail, the file contains approximately 21 million records and is updated quarterly with up to 1.5 million new names, achieving 92 per cent coverage of UK home-mover information with 98 per cent accuracy.

More reliable than postal returns, GAS File suppression offers a range of benefits and cost savings, improving response rates and quickly recovering the investment by reducing printing, postage and returns processing costs.

## **National Suppression File (NSF)**

Launched in 2001, the National Suppression File (NSF) is intended to be the most comprehensive suppression service available; incorporating assumed and assured gone away data from a consortium of key DM industry players.

Holding over 31.5 million records and receiving quarterly updates of up to 2 million new names, the NSF contains confirmed gone aways from the GAS file and NCOA, as well as assumed data from the Electoral Roll delete file and postal returns.

Screening data against the NSF offers marketers a range of benefits, including reductions in resource wastage, postage costs and returns handling.

## CONSUMER SUPPRESSION CONTINUED...

### **Universal Suppression Service (USS)**

According to Royal Mail estimates, up to 10 per cent of consumer mailings fail to reach the intended recipient. Based on figures from the DMIS, this equated to over 400 million items of mail undelivered, lost or delivered to the wrong person in 2003, predominantly due to poor address quality and data hygiene issues.

The USS incorporates all Royal Mail Redirection information plus third party data to create one of the most comprehensive suppression files available to UK marketers.

### **disConnect**

Industry research suggests that companies lose touch with up to 15 per cent of their customer database every year as a result of changes in their customers' circumstances. This level of attrition can have a significant impact on campaign effectiveness and response levels.

disConnect is a new suppression product from Equifax Direct Marketing Services. The database contains over 25 million records collated during the past 6 years, including more than 24.5 million gone aways and over 750,000 deceased records.

Receiving monthly updates of 500,000 plus new entries, Equifax claim that in comparison with existing suppression files, approximately 50 per cent of the gone away records on disConnect are unique.

By screening customer or prospect data against disConnect users are able to remove or permanently flag those records that match. This allows the suppression of gone aways and deceased from future calling or mailing campaigns to avoid wasting time, effort and budget on targets that have moved on.

### **reConnect**

With companies losing up to 15 per cent of their customer base every year due to changes in consumers' contact details, tracing home-movers and gone aways has never been so important.

reConnect, developed by Equifax, offers a solution to the problem of tracking these individuals, providing marketers with the data they need to get back in touch with the home movers and gone aways on their database.

Using information that has been verified against the most current version of the edited Electoral Roll, reConnect processing will increase the number of viable customer and prospect records for outbound campaigns.

Those individuals identified by reConnect can also be targeted with alternative creative messages aimed at re-familiarising former customers and prospects with a brand they previously knew. Equifax also suggest that these campaigns have been shown to deliver improved response rates, as the home-movers details have not been over-mailed since their move.

## CONSUMER SUPPRESSION CONTINUED...

### Mortality Screening

Although it is not a legal obligation to suppress the details of deceased individuals from customer and prospect databases, every responsible marketer should ensure that their contact records are regularly screened against one or more of the available mortality files.

In addition to reducing marketing costs, screening against a mortality file will help avoid causing unnecessary distress or potentially offending bereaved families, with continued attempts to send marketing messages to the deceased.

Incorporating information from a variety of sources, there are a number of deceased suppression files available, however, there is not, at present, a definitive service.

### Mortascreen

The longest established deceased suppression file on the market, Mortascreen contains over 4.5 million records dating back to 1989 and is the largest file of its kind in Europe, now incorporating data from the Deceased Register.

Increasing by approximately 40,000 names each month, Mortascreen was originally compiled from probate information and now incorporates additional verifiable data sources from England, Wales and Scotland, including 'pre-probate' information from leading funeral providers, website notifications, returned mail marked 'Deceased' and obituary notices. Collated and distributed by Millennium, the Mortascreen file allows users to effectively remove the details of deceased individuals from customer and prospect mailing databases.

### Mortascreen Plus

Avoid upsetting bereaved friends and family by suppressing the details of deceased individuals from files for mailing and tele-canvassing campaigns.

Mortascreen Plus is a sub-set of the Mortascreen file and is designed to identify only those deceased records for which guaranteed verification can be supplied.

Data for the file is collated by Smees & Ford from the probate systems of England, Wales and Scotland and can be substantiated with details from death certificates and probate documentation held by Millennium.

Containing verified details of deceased individuals dating back to 1989 and receiving monthly feeds of up to 40,000 new records, Mortascreen Plus captures details from more than two thirds of the annual 600,000 UK deaths.

Suitable for updating legacy information and proactively maintaining customer databases, screening against the Mortascreen Plus file protects the brand image from negative publicity, whilst reducing campaign costs, improving efficiency and helping to maintain good customer relationships.

## CONSUMER SUPPRESSION CONTINUED...

### Halo

Halo has been created by Millennium, producers of the Mortascreen file, to aid users in the fight against deceased identity fraud, one of the fastest growing forms of ID fraud in the UK.

Using information derived from a range of sources, including Government records and the probate systems of England, Wales and Scotland, Halo provides key decision makers with the information they require to verify customer data and detect instances of attempted deceased identity fraud.

Containing details of deceased individuals dating back to 1989 and receiving monthly feeds of up to 40,000 new records, Halo captures information from almost 80 per cent of the annual 600,000 deaths in the UK.

All records within the Halo file are assigned a confidence rating from 1 to 10 based on the level of verification available for each entry. This latitude is designed to give credit managers the confidence to accept, reject or pass on credit applications for secondary checking.

### The Bereavement Register

Approximately 600,000 people die in the UK every year.

The Bereavement Register was launched in 1999 and now contains over 2 million records, receiving monthly updates of up to 50,000 names and capturing details of approximately 85 per cent of deaths in the UK.

Data is collected via a number of channels with the aim of providing a complete and definitive service to both the recently bereaved and the Direct Marketing industry. In addition to a 24 hour call centre, a dedicated website and a link to the Government's UK Online service, registration leaflets can now be found at more than 2,000 key points, including hospitals, solicitors, charities and funeral directors.

## PREFERENCE SERVICES

### **Telephone Preference Service (TPS)**

Launched in 1995 and managed by the DMA (UK), the Telephone Preference Service (TPS) was originally created as a voluntary, self-regulatory mechanism that enabled consumers to opt-out of receiving unsolicited sales and marketing telephone calls. The file is updated daily and received 1 million new registrations in the six-month period between November 2003 and May 2004.

Since the introduction of the Telecommunications (Data Protection and Privacy) Regulations 1999, organisations have been legally obliged to ensure that all consumer and non-limited company telephone numbers are screened against the TPS file no more than 28 days prior to dialing. Failure to comply with the legislation can result in fines of up to £5,000 per offence from the Office of the Information Commissioner.

In addition to avoiding fines and meeting legal requirements, regular screening of customer data against the TPS minimises wasted calls to unresponsive recipients, reducing costs and ensuring that potential customers are not annoyed by unwanted calls.

### **Mailing Preference Service (MPS)**

Managed by the Governance Division of the DMA (UK), the Mailing Preference Service (MPS) is an expanding list of consumers who have registered their wish not to receive unsolicited direct mail.

Since its inception in 1983, the MPS has tried to encourage good relations between the Direct Mail industry and the general public. Although screening customer data against the file is not a legal requirement, use of the MPS is a

condition of the DMA Code of Practice and the British Codes of Advertising, Sales Promotion and Direct Marketing.

With UK consumers spending over £26 billion in 2003 on goods purchased through direct mail, recognising and respecting their preferences is simple common sense. Screening against the MPS not only protects future sales opportunities, it also reduces campaign costs and wastage, improving ROI and ensuring that potential customers are not put-off by unwanted mailers.

### **Baby Mailing Preference Service (Baby MPS)**

Established in May 2002, the Baby Mailing Preference Service (Baby MPS) enables parents who have suffered a miscarriage or the bereavement of a baby in the first weeks of life to register their wish not to receive baby related mailings.

Managed by the DMA (UK), the Baby MPS file is updated monthly and holds records for a maximum of one year, providing companies with the necessary information to ensure that well-meaning mailing campaigns do not cause unintended distress.

Screening against the Baby MPS file is not a legal requirement, but it is a strong element within the self-regulatory framework of the DMA and demonstrates respect for the privacy of bereaved parents.

Companies that fail to use the Baby MPS file are not only putting future relationships and trade at risk, they are wasting budget and resources, damaging the reputation of the brand with poorly timed campaigns.

## PREFERENCE SERVICES CONTINUED...

### **Corporate Telephone Preference Service (Corporate TPS)**

Following Government consultation on the Privacy and Electronic Communications (EC Directive) Regulations in 2003, the DTI announced the launch of the Corporate TPS file in April 2004, enabling companies to opt-out of receiving unsolicited sales and marketing telephone calls.

Limited companies, plcs and not-for-profit organisations can now register switchboard and direct dial numbers by writing to the Telephone Preference Service. Each registration is valid for twelve months and must be re-confirmed at the end of the period to maintain the accuracy of the file.

Direct marketers making unsolicited telephone calls to the corporate sector must now ensure that all lists have been screened against the Corporate TPS register no more than 28 days prior to dialing. Failure to comply can result in fines of up to £5,000 from the Office of the Information Commissioner.

In addition, screening against the Corporate TPS file will reduce call centre wastage and improve efficiency by removing non-responsive prospects from calling lists.

### **Telephone Preference Service Plus (TPS+)**

Following the introduction of legislation in 1999, all consumer and non-limited company telephone numbers must be screened against the TPS file within the 28 days preceding the call date. Organisations failing to comply can be fined up to £5,000 per offence by the Office of the Information Commissioner.

TPS+ optimises royalty payments by keeping a twelve month record of a company's TPS results, allowing users to re-screen databases and compare new numbers against those held on a historical file. Numbers identified on previous TPS screens are charged at a lesser rate than those being processed for the first time. Once a job is paid for, the new records are added to the historical database and will be recognised, flagged and charged at a lower rate for subsequent TPS screens.

In addition to avoiding fines and reducing processing costs, TPS+ minimizes effort and expense wasted on unresponsive targets, helping companies to ensure that unwanted telephone calls do not annoy potential customers

# ADDITIONAL SERVICES

## Deduplication

The deduplication service is designed to remove duplicate records from a single file of business or consumer names and addresses.

Using matching algorithms based on those developed for the bureau process, the online service makes internal file deduplication simple and accessible, even for users with limited experience of data cleaning applications.

As an additional pre-process, address standardisation using the Royal Mail PAF file will ensure that users obtain the maximum number of unique records with minimal errors.

Working effectively at individual, surname, business, household or property level, the online deduplication service uses established 'fuzzy matching' techniques to successfully recognize titles, honours and standard business identifiers, as well as phonetic and mis-spelt matches.

Deduplication helps to maintain brand image by ensuring that customers and prospects only receive one copy of each communication. Processing costs are quickly recovered through print, production and postage savings, as well as reductions in resource wastage.

## Profanity Check

Mistakes during data entry or unsavoury comments placed on customer records can cause genuine offence and ruin a brand's relationship with its consumers.

Utilising a salacious words file compiled in-house, the Profanity Check service is designed to identify records that contain distasteful words and phrases.

Every field of the customer file is screened against the master list of offensive words, with matches being flagged or the foul words being added to a new field at the end of the record.

In addition, the system's intelligent screening process recognises genuine locations and surnames, such as Cockermonth and Dickson, ensuring that these are not flagged for removal, despite containing strings of letters that could be considered indecent.

Flagging salacious words and phrases ensures that direct communications do not cause offence, protecting the brand image and helping to maintain positive customer relationships.

## Mailsort

Mailsort is a portfolio of services from Royal Mail that enables licensed users to access a range of postal discounts. Savings depend on the volume, weight, delivery time-scales, address quality, presentation and the pre-sortation of mail to meet Royal Mail standards.

Pre-sorted mailings with accurate addresses are cheaper for Royal Mail to handle and deliver, reducing the resource required to meet the postal operator's delivery targets. The savings achieved by Royal Mail are handed on to licensed end-users in the form of Mailsort discounts.

By undertaking some of the sorting, Mailsort licensed companies can reduce postage costs by up to 32 per cent. Address standardisation using the Royal Mail PAF database is advised as a pre-process to ensure maximum Mailsort discounts are achieved.

## **ADDITIONAL SERVICES CONTINUED...**

### **Name Formatting**

This service allows an input name field to be formatted in a variety of ways, splitting the various elements such as title, forename, initial and surname into consistent fields.

The service also includes the ability to add a selection of formal and informal

salutation options to suit the requirement and style of the user's mailing, matching input data against a file of forenames to generate and append correct salutations and gender flags.

## **ACCESSING OUR SERVICES**

DataACE is the one stop solution for the company data manager to keep customer records as fresh as possible.

To meet the changing demands of our customers we have developed a choice of access options that allow you to screen against the very latest industry

data sources and ensure that you are maximising the commercial advantage of your customer contact details. In addition to the traditional bureau route, our services can also be accessed by logging on to our web site and using the online processing option.

## CONTACT DETAILS

### How to contact CACI

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## GLOSSARY

<b>BT:</b>	British Telecom
<b>CRM:</b>	Customer Relationship Management
<b>XD:</b>	Ex-directory
<b>ROI:</b>	Return On Investment
<b>DQR:</b>	Directory enQuiry by Request
<b>B2B:</b>	Business-to-Business
<b>SOHO:</b>	Small Office Home Office
<b>STD:</b>	Standard Trunk Dialling
<b>Ofcom:</b>	Office of Communications
<b>RDD:</b>	Random Digit Dial
<b>DCO:</b>	Direct Connect Online
<b>DM:</b>	Direct Marketing
<b>ER:</b>	Electoral Roll
<b>PAF:</b>	Postcode Address File
<b>NCOA:</b>	National Change Of Address
<b>GAS:</b>	Gone Away Suppression
<b>DMA:</b>	Direct Marketing Association
<b>NSF:</b>	National Suppression File
<b>DMIS:</b>	Direct Mail Information Service
<b>USS:</b>	Universal Suppression Service
<b>BCF:</b>	Business Changes File
<b>BSF:</b>	Business Suppression File
<b>TPS:</b>	Telephone Preference Service
<b>CTPS:</b>	Corporate Telephone Preference Service
<b>FPS:</b>	Fax Preference Service
<b>MPS:</b>	Mailing Preference Service
<b>DTI:</b>	Department of Trade and Industry

## USEFUL CONTACTS

Direct Marketing Association (UK): [www.dma.org.uk](http://www.dma.org.uk)  
Advertising Standards Authority: [www.asa.org.uk](http://www.asa.org.uk)  
Ofcom: [www.ofcom.org.uk](http://www.ofcom.org.uk)  
Direct Mail Information Service: [www.dmis.co.uk](http://www.dmis.co.uk)  
Royal Mail: [www.royalmail.com](http://www.royalmail.com)  
BT Wholesale: [www.btwholesale.co.uk](http://www.btwholesale.co.uk)  
Department of Trade and Industry: [www.dti.gov.uk](http://www.dti.gov.uk)