

QAS Releases Research

Submitted by: QAS Systems

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QAS Releases Research On Attitudes To Data Accuracy

Leading data accuracy group, QAS, has released the findings of research carried out on their behalf by NOP World's Business & Technology division. The report, *Data Quality: A Shift In Perceptions*, looks at management attitudes to the issue of data quality.

Telephone interviews were conducted across 250 organisations with contacts working in marketing, sales, customer service, database management and IT. Within the report, comparisons are made to the findings of similar research carried out by QAS in 2002.

Significantly, the importance of accurate data has gained greater awareness at the highest levels of management. The 2002 survey identified lack of senior management and board level buy-in as a barrier to improving data quality in 30 percent of those companies surveyed. In 2004 this figure has reduced to 11 percent.

Simon Worth, CEO of QAS, commented, "The improvement in senior management buy-in of the importance of accurate and complete customer data is excellent news for those in the front line of maintaining and utilising this data. The question at board level is no longer why? but how?"

Organisations continue to use a diverse range of channels to collect customer data, with Direct Mail, The Internet and Customer Services identified as the three most commonly used. This diversity is being supported with a trend towards database consolidation. In 2002 47 percent of organisations used a single company wide database and in 2004 this had grown to 57 percent.

The survey revealed a greater realisation of the impact of inaccurate data within B2B organisations, compared to those involved in B2C. Over 90 percent of B2B focused organisations believe that inaccurate data costs their organisation money, compared to 74 percent of consumer only organisations.

The survey also highlights that there is still significant room for improvement within the vast majority of organisations in their pursuit of ensuring the completeness and accuracy of the customer data they hold. Only 20 percent of organisations were very satisfied with the completeness of their customer data, and only 18 percent were very satisfied with the accuracy of this data.

A FREE copy of the report, "Data Quality: A Shift in Perceptions" can be obtained by registering online at www.qas.com/uk

Ends

A copy of the report, as a Word file, is available for the reference of editors. Please email leigh.richards@therightimage.co.uk

For further information please contact:

Leigh Richards
The Right Image
leigh.richards@therightimage.co.uk
01932 240055

or

Rebecca Clayton
QAS
rebecca.clayton@qas.com
0207 498 7777

About QAS
<http://www.qas.com>

Established in 1990 QAS is the pre-eminent international developer of data accuracy solutions. The group has UK offices in London, Edinburgh, and Manchester. Worldwide QAS has offices across Europe, The US, Australia and an office in Singapore. Group turnover to 30th June 2003 was £43 million.

QuickAddress is utilised by nearly 9000 organisations worldwide. Based on data secured from national postal authorities, and other leading data sources, and enhanced by QAS the QuickAddress DataWorld suite will capture, clean, and maintain name and address records within any organisation. This data can then be enhanced by the addition of information from over 70 datasets.

QAS was a winner of a Queen's Award for Enterprise in the Innovation category in 2001.

QAS partners include Siebel Systems, Inc., Oracle Corporation, PeopleSoft, Microsoft and FrontRange Solutions.

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