

18 November 2003

THE LABOUR PARTY CLEANS UP WITH EXPERIAN INTACT
Labour prepares for targeted voter contact programme with major data enhancement

The Labour Party is preparing a telephone voter contact campaign for UK constituencies following a major telephone appending exercise conducted by using Experian® Intact, the UK's most widely used online database cleansing service.

The Labour Party has been working with Experian Intact to ensure all its voter identification records include accurate telephone numbers. The exercise has involved creating databases for key constituencies across the UK and appending telephone numbers that have been screened against the Telephone Preference Service (TPS). The data enhancement has proved extremely successful and Experian Intact has been able to append telephone numbers to the majority of Labour's voter contact records providing the political party with an improved hit rate for telephone contact.

Since its launch in May 2001, Experian Intact has become the UK's most widely used online data cleansing service. In the twelve months alone, Experian Intact has cleansed and enhanced over 600 million records, a figure greater than screening the entire population of Europe.

Lee Williams, The Labour Party's Electoral Data Unit Manager, commented: "The exercise has been a great success and we have achieved an extremely high level of telephone number appends, which places us in a strong position to conduct highly targeted telephone contact as part of our drive to attract potential Labour voters."

With considerable numbers of constituency files to process during an eight week period, turnaround speed and accuracy were paramount to a successful data append. "Experian Intact has provided a consistently high level of service, enabling our local members to undertake targeted voter contact via the telephone. On average, we uploaded 11 databases each day, and in every instance forwarded completed databases to constituency offices within 12 hours," continued Lee Williams.

More...

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Phil Singh, Head of E-commerce for Experian's Marketing Services division, added: "The Labour Party is just one of many organisations and businesses that recognise the value of regular data enhancement to improve targeting and the overall effectiveness of marketing campaigns. Data cleansing and management is no longer restricted to major blue-chip organisations - Experian Intact can be used quickly, securely and cost-effectively by any organisation large or small."

This press release can be found on <http://press.experian.com>. For more information on Experian, visit the company web site on www.experian.com.

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NOTES TO EDITORS:

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