Service Definition for Investigate Data Enhancement Service

G-Cloud 15

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Service Summary

GBG Investigate Data Enhancement Service is a high volume, large-scale batch service that allows organisations to maintain accurate customer information **across individuals or commercial entities** to ensure data held is GDPR compliant.

The service ensures data quality is both maintained and compliant to GDPR and PAF standards. In addition, the service updates individual's address and contact information and verifies any updated prior to return.

The service currently provides:

- Daily tele-append and validation service.
- Bi-monthly data cleansing facility to maintain current Mailsort discounts by ensuring PAF compliance.
- Ability to provide forwarding address and identify goneaways.
- Verification of individuals/**commercial entities** at a new address identified.
- Household composition view.
- Ensures 'best in class' data sources are utilised from across the marketplace.
- Maintains the data sources to ensure recency of data.
- A secure and robust environment.
- A bespoke reporting Dashboard.
- Data sources which are GDPR compliant.
- The flexibility to tweak and improve matching rules to client specific requirements.
- Ability to purchase Insight days

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Service Elements

Component	Description of what is included
Infrastructure	Ring-fenced dedicated cloud environment that is securely maintained and updated. Regular backups of business-critical processes. All processing and analytical technology deployed are hosted, updated and maintained on a regular basis.
On-going Management and Process	Dedicated expert team who have worked with Government data for numerous years. • Daily management of the contact data append process. • Bi-weekly management of the data cleansing Service. • Regular data file updates from third-party sources. • Configurable Reporting Dashboard. • Secure Transfer of Data. • Quality Assurance. • Management of third-party data suppliers. • Regular face to face SLA meetings.
Append, validate and update service	Daily file received which is cleansed and enhanced to facilitate a match to the contact data in order to append contact information – Landline, Mobile & Email.
Data - Goneaway and forwarding Data	Identification of individuals/commercial entities who are no longer transacting at their known address and to confirm and verify where they have moved to.
Data - Verification Data	Multiple data files are used to verify individuals/commercial entities located at a new address are confirmed and validated, providing assurance the new address is active.
Data - Contact Data	Multiple data sources are deployed to append contact details on a daily basis for the append, validate and update service.
Account Management	A dedicated Account Manager for ongoing communication to ensure the current service is achieving the required goals and also to identify areas of improvement/innovation.
Insight	Expert Analysts with the experience of working with government data who can carry out tailored and sophisticated insight and segmentation projects.

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