

Address Validation

With Experian's Address Validation, you can be confident that the addresses you're capturing are accurate and complete the first time they are entered

Collect accurate contact information every single time

Improve customer experience and service

How accurately do you collect contact data?

Contact information can enter your organisation through multiple touchpoints in store, telephone, company website or mail. With organisations using eight or more different channels to capture data, the risk of poor data quality is high. Organisations must ensure processes are in place to capture this information in a consistent and accurate manner.

Inaccurate contact records present potential problems for both organisations and the contacts held within database.

Your organisation may:

- have difficulty maintaining a single customer view
- send information by post that never reaches the intended recipient
- not be able to achieve a competitive advantage as business decisions are based on unreliable and inaccurate contact data
- deliver goods and services which do not arrive on time
- damage customer relationships
- not meet industry regulations

Your customers and prospects may:

- complain about receiving mailings containing incorrect contact information
- develop a negative perception of your organisation and consider switching to a competitor

Collect accurate addresses every single time

Experian Data Quality has developed a solution that ensures contact data is captured accurately at the source. Address validation works by searching for a person's address, from minimal information such as a postcode or the first line of an address and returning a valid full address in real time.

The benefits of collecting addresses accurately first time round

Smoother business processes

Address validation allows your organisation to uphold the accuracy of contact data as it enters your organisation. It minimises the number of keystrokes required to record an address, even when users are unsure of the correct address layout for a particular

country. Contact data entry is more efficient, and the risk of a contact record being inaccurately entered is reduced.

Better financial expenditure

With an average of 23% of revenue is wasted due to poor quality contact data, preventing inaccurate and poorly formatted records entering your database reduces money wasted on customers or prospects whose contact information is inaccurate. Correct contact records provide more accurate intelligence and profiling information compared to organisations without contact data capture and validation software, therefore maintaining a competitive advantage.

Improved customer perception and service

Recording a contact's full address from minimal information creates a professional first impression. It eliminates problems with misheard or wrongly spelt information and ensures hand written addresses are accurately recorded. Address validation ensures all communications with contacts are addressed correctly, enhancing the perception of your organisation and ensuring efficient delivery of goods and services. Costs can be reduced through potential postage discounts and a reduction in returned mail.

Continuous data quality

As part of an organisational strategy, address validation plays a vital role ensuring only accurate and validated contact records enter your database. As a result, the levels of contact data accuracy within a database will improve.

How does address validation work?

Using our advanced matching engine, combined with the SingPost directory of residential and commercial properties, users are able to quickly input accurate address information.

For example, by entering a postcode, users can select from a list of all units that exist within that postcode. Alternatively, a batch of existing address records can be validated and corrected using the service to infill missing information and correct inaccurately captured data points.

Experian Address Validation ensures you capture and maintain accurate address information, quickly and efficiently.

Address validation works seamlessly alongside our other contact data management (CDM) software and services.

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What you will get from address validation

- Quick and easy set up
- Tailored implementation options for major applications – SAP, Siebel, Microsoft Dynamics and salesforce.com
- Reduces up to 80% of the key strokes required to record an address
- Customised formatting to a standard you specify
- Access to international address files

Why Experian Data Quality and Targeting?

Experian Data Quality and Targeting is a global leader in providing data quality software and services. We help our customers proactively manage the quality of their data through world class validation, matching, enrichment and profiling capabilities.

With flexible SaaS and on-premise deployment models, Experian Data Quality management tools and services allow our customers to have the confidence to use their data as a strategic asset. Whether your business is large or small, we want to help you unlock the real value of your data so you can make meaningful decisions. From insurance to travel to banking sectors, we're helping organisations connect with their customers, understand trends and plan for the future.