Product Sheet

Address Validation

Get accurate address data and improve customer perception

Ensure you have correct address data so it is fit for purpose across the customer lifecycle.

Validate address data in real-time or in bulk

Customer experience has been and will continue to be top of mind for many businesses. Whilst a positive experience can lead to more revenue generation and brand loyalty, a poor experience can easily result in loss of customers and damage your brand reputation.

According to our Global Research Study, 69% of businesses believe that inaccurate data has undermined their ability to provide an excellent customer experience. Ultimately, to deliver a great customer experience you will need to begin with accurate data in your database, including having the correct addresses.

Improve customer experience globally
Address validation ensures only accurate and complete addresses are populated in your database. Addresses can be validated both at the point of capture and as existing records in your database. There are two ways to seamlessly integrate this into your processes and workflows:

Real-time: search for a person's address, from minimal information such as a postcode or the first line of an address, and return a valid complete address in real time

Bulk mode: validate existing addresses by matching against reference datasets (such as the PAF), with further enrichment capabilities if required

The benefits of accurate addresses

Effective profiling and segmentation
Address validation guarantees contact records are accurate and consistent, making database analysis easier and results more reliable. You can also add valuable additional information to residential and business records, allowing further profiling and segmentation of your customer base for intelligent decision making and more tailored marketing.

Improved customer perception and service
Ensure all communications with contacts are addressed correctly, enhancing the perception of your organisation and ensuring efficient delivery of goods and services

Continuous data quality
As part of an organisational strategy, address capture plays a vital role ensuring only accurate addresses can enter your database, as well as correcting any existing data that decays over time due to movers, new builds, and bereavements.

Enrich your records
Enhance your data by adding additional attributes such as: latitude/longitudes, lifestyle and demographic data and Unique Point Reference Numbers (UPRNs). Pinning additional information to your records allows a more detailed understanding of each record and allows you to be more confident the data you hold is accurate. We can improve your addresses with the follow names, business and government data sets and points:

- Electoral Register (National Canvasse)
- Business names, addresses, telephone and fax numbers
- SIC (Standard Industry Classification) codes
- Commercial Mosaic for future prospect targeting
- Company registration numbers
- Business location URN
- Small/home office location codes
- Ordnance Survey Code Point and ADDRESS-POINT
- Lifestyle data (including Mosaic) data
- Local authority ward and health administration data

Start validating your addresses today – get in touch

Email us
dataquality@experian.com

or give us a call
0800 197 7920

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Experian

T 0800 197 7920
E dataquality@experian.com
W www.experian.co.uk/business

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