

# Mobile Validation

Identify invalid mobile phone numbers for improved communication

## Background

Research predicts that by 2014 there will be a 90% mobile penetration rate and 6.5 billion mobile connections\*. A valid mobile phone number allows for effective phone calls and successful SMS messaging - this is quickly becoming a popular and business-critical way of communicating to customers. It can be used to send offers and promotions, provide product and service updates, increase repeat business and attract new customers. As a mobile phone is often an item rarely out of reach, SMS messages almost always reach the intended recipient and the open rate is over 98%.

## Solution

Experian Data Quality now offers a solution designed to improve the accuracy and validity of mobile phone numbers. Mobile phone numbers can be validated for accuracy as data is entered or validated in bulk from your contact database. Mobile Validation is a service that enables real-time mobile number validation and confirmation of the consumer's network.

The solution can be integrated into a website to retain your site branding, which can validate mobile numbers at the point of entry.

It is also available as a self-serve bulk service in which you can upload files for batch processing, either via a web portal or a secure FTP site

## The benefits of mobile validation

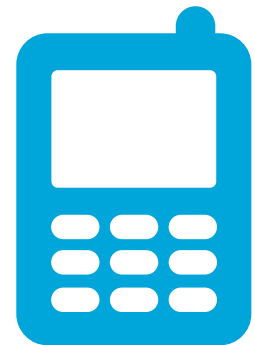
Confirming the accuracy of a mobile phone number at the point of collection or within an existing database enables organisations to:

- Conduct effective mobile marketing, a significant growth area: SMS marketing; Location Based Services (LBS)
- Minimise false online registrations of mobile numbers

- Reduce time and resource wasted on correcting bad mobile numbers by first identifying disconnected or invalid numbers
- Use the valid mobile numbers to send SMS notifications for business processes (bill payment reminders, outages, appointment reminders, customer feedback etc.)
- Improve customer service and brand perception as inaccurate mobile numbers create a communication gap
- Ensure a customer's required channel preference of communication is effectively utilised, if identified as via mobile
- Increase the overall reliability of contact information in an organisation's customer or prospect database

## How does mobile validation work?

Mobile validation conducts real-time checks that validate mobile phone numbers either at the point of capture or in an existing database.



The software is able to:

- Verify the mobile number is syntactically correct
- Verify the mobile number exists on a supplier network and tells you which network
- Verify the mobile number is currently live (i.e. switched on and connected to network)

The solution is also able to tell you if the mobile phone number has previously been ported and if so, from which network.

### Mobile validation has the following features:

#### Comprehensiveness

The solution will cover 100% of mobile phone numbers in the UK and Ireland

#### Accuracy

It will check the mobile phone number's syntax, existence and usage on a network

#### Reliability

The platform will be fully redundant and fault tolerant

#### Performance

The solution will be responsive at all times

#### Usage

The solution can be integrated into an existing web form, or you can access a self-serve web portal or secure FTP site to process bulk lists of mobile phone numbers

### Mobile validation as a component of data management

Mobile validation can be used in conjunction with address capture and email validation, our web-based postal address and email address capture software respectively. Integrated alongside these, mobile validation can assist with the full validation of both name and address contact details on a website, helping you to capture accurate delivery, billing and e-mail address information, as well as valid mobile phone numbers online.

Mobile validation, when used as a bulk processor, works in addition to our address cleaning software. Through the retrospective validation of mobile phone numbers, it enables you to ensure all contact details for your existing customer base are correct so you can connect more effectively with them.

## About Experian Data Quality

Experian Data Quality has built up exceptional market coverage assisting customers with their unique data quality challenges. We provide a comprehensive toolkit for data quality projects combining our market leading software with a vast scope of reference data assets and services. Our mission is to put our customers in a position to make the right decisions from accurate and reliable data. The size and scope of data management projects varies considerably but the common factor in all ventures is unlocking operational efficiency and improving customer engagement. We see the potential of data. Whether it's in enabling ambulances to be sent to the exact location of an emergency or attributing charitable donations to the people who need it the most - data accuracy makes all the difference to service provision.