Product Sheet

Address Capture

Improve customer perception and get accurate data with Experian's Address Capture solution.

Collect accurate contact information every single time with Address Capture.

Improve customer perception and service

How accurately do you collect contact data?

Contact information can enter your organisation through multiple touchpoints such as telephone, company website or post. With organisations using eight or more different channels to capture data, the risk of poor data quality is high.[1] Your organisation must ensure processes are in place to capture this information in a consistent and accurate manner.

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

Your organisation may:

- not be able to achieve a competitive advantage as business decisions are based on unreliable and inaccurate contact data
- have difficulty maintaining a single customer view
- send information by post that never reaches the intended recipient
- 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 capture 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 capture 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[2], 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 capture 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.

Effective profiling and segmentation

Address capture guarantees contact records are accurate and consistent, making database analysis easier and results more reliable. The tool ables valuable information to be added to residential and business records at the point of capture, allowing effective profiling and segmentation of your customer base for intelligent decision making and marketing.

Continuous data quality

As part of an organisational strategy, address capture 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 capture work?

Our intuitive search functionality enables users to quickly find a valid address in real time using predictive functionality.

Unlike more traditional address capture solutions that require a multiple step process, intuitive search is a single step process that using predictive text technology.

Address capture works seamlessly alongside our other contact data management (CDM) software and services including our deduplication tool. This tool offers real-time duplication prevention at the point a person's contact details are entered into your database, guaranteeing a single customer view at all times. Our address cleaning tools clean existing contact data already held within your database and can remove those contacts who have moved house or passed away.

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Experian Australia Pty Ltd
Level 6, 549 St Kilda Road,
Melbourne, VIC 3004, Australia

T (61) 3 8699 0100
E info@au.experian.com
W edq.com/au

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Registered office address: The Sir John Peace Building, Experian Way, NG2 Business Park, Nottingham, NG80 1ZZ.