

# SSL International

## SSL International partners with Experian to improve customer journeys

Address capture and address cleaning validates and cleans SSL International data

### Improving the customer journey

#### Background

SSL International owns a number of leading global brands, including Durex and Scholl, plus a number of locally-owned brands, such as Cuprofen and Syndol in the UK, and Sauber and Mister Baby in Southern Europe.

The company has operations in 35 countries across Europe, Asia Pacific and the Americas, which sell into over 100 countries worldwide. It also has manufacturing operations in India, Thailand, China and the UK, and employs around 5,000 people globally.

#### Situation

In 2008, SSL International embarked on a strategy to make as many of its products available to consumers online. As part of that process, it wanted to put in place a contact data management (CDM) solution that would enable customers to enter their contact details quickly and easily, and in a consistent fashion on each brand's website.

SSL International was already using Experian Data Quality's address capture software as part of its Consumer Response System (CRS). SSL International uses the CRS system to deal with any consumer enquiry. The system also enables customers to place orders over the phone.

The CRS agents use address capture to verify customers' address details and simplify data entry, so that the right goods are sent to the right person at the right address.

#### Solution

Owing to the success that SSL International has experienced with address capture in its CRS application, the company selected in the cloud address capture solution for its online operations. The solution has been adopted for SSL International's Durex and Scholl websites in the UK, and will now be considered for each further roll out across SSL's global markets.

In addition to deploying address capture in the cloud on its websites, SSL International uses address cleaning with suppression to clean its customer and prospect database, which has been compiled over many years from a variety of sources,

including third-party opt-in lists and magazine competitions. Address cleaning with suppression is used to tidy up the database, removing or updating the contact information of people who have died or moved house.

#### Results

With address capture in the cloud, customers buying goods via the Durex and Scholl websites simply have to enter their name and postcode: the rest of the address fields are populated automatically.

"We use address capture to improve the customer journey, from the moment they arrive at the website to the moment they checkout," explains SSL International's Digital Solutions Manager, Andrew Wootton. "Experian Data Quality significantly simplifies contact data entry for our customers."

"Experian Data Quality has been running on the website since April 2009," he says. "It's used at least once, sometimes twice per order, where the billing and delivery address are not the same, and we have not had any issues whatsoever. It works every time." Andrew estimates that around 40,000 people per year are validating their contact details on the Scholl and Durex websites.

Andrew is equally satisfied with the address cleaning tool. SSL International had a number of databases that had been merged,

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— Andrew Wootton, Digital Solutions Manager, SSL International

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some of which were a year old, therefore SSL International needed to clean, maintain and suppress the customer contact data it held. The results were that out of a total 68,998 records cleaned across three brands: Orthaheel, Scholl and Durex - 40,081 records were verified as being correct, with an additional 22,044 cleaned up and corrected by the Experian Data Quality software, representing a 55 per cent uplift in correct contact data.

Maintaining the quality of their data helps ensure that communications are sent to the right contacts. "We definitely felt the benefit of using this software," says Andrew. "We are in a much better position now than we were beforehand."

### Future Plans

SSL International is looking to roll out its online strategy to other territories, and Andrew says the company aims to incorporate Experian Data Quality into its plans. "We like to build partnerships with companies like Experian Data Quality that can offer a global solution," he says. "In emerging markets like Russia and China that are still very immature, we can benefit from the work that Experian Data Quality has done to identify accurate contact information in those markets."



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