experian™

Address Capture in the Cloud

Improve customer perception and get accurate data with Experian's Address capture in the cloud solution

Quick and efficient capture of contact information online or on-premise

Improve customer experience and service

Companies are increasingly adopting Software as a Service (SaaS) for its ability to simplify and speed up deployment and to reduce operational overheads. To meet these evolving needs, Experian Data Quality has developed an address capture tool, an innovative product for customers who are moving towards hosted software and have the need for high-quality contact data verification and capture.

Capture contact details quickly and accurately

There is an ever increasing challenge to improve speed and accuracy when collecting customer contact details. Ensuring customer details are validated and verified in real-time significantly improves customer service, increases sales conversion rates and reduces website 'drop-offs'. Capturing contact data correctly first time, also enables businesses to profile their database(s) for easier analysis, drive more successful future marketing activity, and achieve cost savings by reducing the volume of returned mail.

How does address capture in the cloud work?

Address capture in the cloud enables an organisation to take advantage of Experian Data Quality's industry-leading contact data capture web technology via a hosted service. The service is delivered from two of Experian's enterprise-grade, load-balanced and physically separated UK data centres. This means that businesses receive quick, user-friendly address search, capture and validation, with a service that is resilient, encrypted and provides risk-proof address capture. Address capture in the cloud is managed through the Experian Data Quality On Demand portal, allowing real-time access to reporting and configuration via a secure web-based control panel.

The benefits of address capture in the cloud

Address capture in the cloud provides hosted contact data capture functionality for integration into both internal business applications and external websites. As a result, organisations can attain a range of business benefits:

- Quick and efficient capture of contact information online or on-premise

- The international intuitive search function that helps users by providing a real time predicative version of an address to support accurate matching.

- Improved customer experience and reduced website form drop-offs

- Reduced business costs due to low IT resource requirements

- Robust, reliable and highly secure infrastructure, ensuring continuous service 24 hours a day, 365 days a year

- Automatic data updates, ensuring delivery of the most up-to-date contact information

- Faster deployment time, speeding up time to market

Experian Data Quality also offers 99.9% Service Level Agreement that underpins the on demand functionality. In addition, the tool includes a comprehensive administration and configuration console, allowing you to perform live data updates with zero downtime.

" Address capture is crucial. We couldn't offer the level of service on the scale we do without Experian Data Quality."

— **Alex Walker**, Marketing Manager, Virginia Hayward

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