experian™

Address Capture Online

Improve customer perception with Experian's Address capture online solution.

Enhance your online services and improve contact data management.

Improve customer service and retention

Capturing contact data accurately provides an opportunity for creating and maintaining customer relationships. Whether via website or browser-based applications, there is a challenge to meet increasing expectations from the consumer for speed and accuracy when collecting contact details.

Capturing contact data correctly first time

It is essential that the perception and service provided online is both accessible and of the highest quality. It is critical to engage that customer first time with:

- A professional first impression of your website
- Smooth, quick and accurate entry of customer details

Solution

To enhance your online services and improve contact data management (CDM), Experian Data Quality has developed address capture to:

- Provide fast and efficient online collection of contact data including name and address
- Validate and verify customer contact data in real time
- Enhance database analysis
- Improve customer service and retention
- Inspire consumer confidence

From minimal information, address capture returns a complete and accurate address that has been validated and formatted against the relevant country data file.

Address capture for websites and browser based applications

Address capture can be easily integrated into a website for simple, self-service data capture by visitors, or a browser based application for use within CRM, finance, order-processing and HR systems. The tool offers the following benefits:

Effective profiling with enhanced data

Using this tool, contact data records are captured accurately, validated and consistently formatted, making database analysis simple with reliable results. Valuable information can be added to residential and business records, allowing you to effectively profile your database for future marketing activity.

International datasets

International datasets for 240 + countries and territories worldwide are available, so even the most unfamiliar contact details are captured with confidence.

Speed of service

Global intuitive search functionality helps users to quickly find accurate address in real-time using predictive functionality. Using the tool within your website means customer details are captured correctly and quickly first time round, increasing site conversions and reducing 'drop-off' rates.

User-friendly and improved perception

Collecting full contact details from minimal information creates a professional, efficient first impression. Perception is vital in maintaining visitor interest and ensuring that customers recommend and return to your website.

Reliable data source

It is inevitable that contact data will change and decay over time. We provide regular data updates to ensure ongoing accuracy of data and to support organisational decisions that are based firmly on valuable information.

Cost efficient

Within an external facing website, address capture is available with pay-per-click technology offering an affordable, flexible payment option. Because contact data is captured correctly first time round, money is not wasted on mailings to incorrect addresses and the volumes of returned mail are reduced.

Integration

Address capture is easy to implement with support for the XML, SOAP, J2EE and .NET standards. QAS Pro Web is compatible with both Unix and Windows environments and supports the major programming languages; C#, .Net, VB.NET, JSP, PHP and the traditional ASP languages.

In addition, the tool includes a comprehensive administration and configuration console, allowing you to perform live data updates with zero downtime.

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