

# Global Address Capture with Intuitive Search

Streamline process efficiency with consistent address capture across all your business territories

Quickly and efficiently capture international contact address details using predictive search functionality

## Maintain data accuracy

Global Address Capture with Intuitive Search allows organisations to quickly and efficiently capture consistent and accurate address data. This can be used to enhance the customer experience and prevent website drop-offs.

### Why businesses use address validation



#### Improved Data Quality

Having accurate address data in your database plays a vital role in productivity and efficiency



#### Reduced Financial Expenditure'

Prevent inaccurate records from entering your database and reduce wasted financial expenditure



#### Enhance Decision Making

Enable effective profiling and segmentation for intelligent decisions and marketing



#### Accuracy

Match information against Experian's robust reference data, ensuring the consistency of your data



#### Reliability

Robust, reliable and highly secure infrastructure ensuring continuous service maintaining 99.9% service up time



#### Service

During 2015 Experian Data Quality processed more than 2 billion searches via its SaaS services, substantially more than competitors

### Why businesses should optimize their address validation

As both the digital space and consumer expectations grow, so too must your ability to meet those expectations. That's why we've worked to optimise the way you capture and validate addresses at the checkouts.

Our new global intuitive address validation solution enables users to quickly find an address in real-time using a predictive functionality. This new capability is now available for over 240 different countries and territories.

Unlike the more traditional 'address' search, that requires a minimum of a two-step address process; intuitive search is a new single step capture work flow that uses predictive text technology. The intuitive feature will predict the address match from minimal information. This is a more modern and end-user friendly way of capturing address information, that's more in line with the expected user experience of the internet.

To view a demo of this in action, visit: <https://www.edq.com/uk/products/address-validation/>

## Global Address Capture with Intuitive Search



### Improved speed of service

Customers can become easily distracted or even frustrated when entering information on a website. With this new functionality businesses can capture details correctly and quickly, increasing site conversions and reducing 'drop-off rates'.



### User-friendly and improved perception

This functionality is more in-line with predictive searching flows of major websites, like Google, which have become the expected norm for internet users. Collecting full contact details from minimal information creates a professional, efficient first impression.



### Global coverage

This new capability is now available across more than 240 countries and territories to give business extensive coverage in a user friendly manner.

### REST API

The new service is accessed and integrated via a more modern RESTful API. For technical buyers and users, REST services are often preferred over SOAP due to their increased flexibility, resiliency and speed as well as being much easier to integrate.

#### Sample code:

Client side JavaScript sample code available so that you can quickly and easily integrate our service.

#### Responsive sample code:

Responsive Javascript sample code allows creating optimal user experiences for your desktop and mobile websites.

#### Simplified Global Addresses:

A single API allows you to capture global addresses without worrying about any country specific complexities, making it simple and quick to get up and running.