

# Global Intuitive Address Capture for Retailers

Maintain accurate customer and prospect records in your data systems

Find contact addresses quicker using Experian's predictive search functionality

## Maintain data accuracy

On average UK retailers collectively could be missing out on more than £666million worth of sales each week because of poor checkout experiences<sup>1</sup>.

The retail sector continues to grow year on year with reports showing that on average each week consumers spend £7.1billion in the UK alone<sup>1</sup>. Online commerce also continues to grow and now represents an average spend of £965.8m per week (14.3%)<sup>1</sup>. Despite this, according to research 68% of online shopping is abandoned at the checkout<sup>2</sup>. That means that more than two thirds of all purchases online are never completed. So why is this?

Research highlighted that 25% of consumers abandoned shopping online due to complex website navigation and 21% cited long processes<sup>3</sup>. Consumer expectations continue to rise and as a result digital engagement is becoming increasingly intuitive to provide a more fluid user experience.

The retail sector is no different – it must improve user experience and reduce any friction at the check-out by predicting consumer's behaviour. One way leading retailers are doing this is by moving away from traditional clunky multi-step 'address' search to predicative intuitive address solutions. These address solutions predictive have similar search flows common to major websites like Google, which consumers are familiar with.

Intuitive address search helps retailers reduce the number of checkout drop offs by creating a professional, efficient impression by ultimately improving the speed of service. At the same time retailers can ensure they capture an accurate address quickly from limited information. Research conducted by Demandware showed that businesses who adopted these processes and simplified their address collection through auto population saw a 5% uplift on checkout conversions.

## Introducing Experian Global Address Capture with Intuitive search

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

## Did you know?



On average UK consumers spend **£7.1b** in the retail sector each week



Average cart abandonment rates for mobile commerce are **97 percent**



**A quarter** of those who abandon shopping carts say the process is too complex

<sup>1</sup>ONS Statistics: Retail Sales August 2016 (27 September 2016) : <http://www.ons.gov.uk/businessindustryandtrade/retailindustry/bulletins/retailsales/aug2016>

<sup>2</sup>Baymard: 34 Cart Abandonment Rate Statistics (27 September 2016) : <http://baymard.com/lists/cart-abandonment-rate>

<sup>3</sup>Statista 2013: Why do online shoppers leave without paying? (27 September 2016) : <https://www.statista.com/statistics/232285/reasons-for-online-shopping-cart-abandonment/>

# Global Address Capture with Intuitive Search

## Intuitive address validation in action

Country

United States ▼

Address

125 summer st, boston

125 Summer St, Boston, MA, 02110

125 Summer St Ste 1700, Boston, MA, 02110

125 Summer St, Hyde Park, MA, 02136

### Our global intuitive address validation service can be easily implemented

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.

### 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.

### Responsive sample code:

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