experian™

International Address Data

Grow your international presence and manage your customer experience

Take advantage of a single global address validation process to improve process efficiency and support customer relationships

Improve the customer experience

Overview
The ability to manage accurate international contact data means organisations operating globally, or those looking to expand their current operations abroad, can be confident in the accuracy of the contact data they collect and store.

There are many different reasons why you may need accurate international data. You may be looking to grow on an international scale and want a data quality solution that will grow with you, allowing the creation of a single global process. Alternatively you may already operate worldwide and require a solution that will ensure customer, employee and supplier contact details are correct regardless of the country they are located in.

Managing international data quality to the same standard as UK data becomes all the more important when you consider the impact it can have as organisations build reputation in new territories. Consider the implications of incorrect data including missed deliveries, website drop-offs and missed marketing opportunities, and it becomes clear that any comprehensive data strategy should account for international customers.

Our solution
Experian Data Quality offers international data, tools, consultancy and services that combine to create bespoke solutions relevant to each organisation's individual circumstances and long-term expansion plans.

1. Expert advice and consultancy – Scoping your requirements
There's no one size fits all when it comes to managing international data because the format and quality of data sources for each country can vary dramatically. Taking an example, most Japanese streets do not have a name and some countries such as Singapore don't use a postcode system.

Our international solutions typically include consultancy with a dedicated international data quality consultant. As specialists they have extensive experience in implementing international solutions for major organisations across all sectors including Retail, Financial Services and Leisure. Leveraging their expertise can significantly reduce what can be a lengthy and complex process for organisations without specific background knowledge of each country.

Typically our consultants can:

- Advise on the different address formats of each country and how they work in practise

- Recommend how best to utilise the data and the minimum data entry required to prompt users to get the best results

- Help you to understand the different data sources available and the coverage they offer

- Understand and recommend the best solution or service for your specific business needs

- Advise on the best design for international web capture forms to optimise customer experience

- Understand your systems to recommend a solution that will integrate seamlessly into your existing architecture

2. International data capture – Verify contact data from across the globe
Whether you're just starting your international journey or are well established, capturing accurate details first time is a key component of any data strategy. We offer flexible options that fit your expansion plans, budget and deployment requirements.

To find the best fit, our consultants work directly with your team on-site and where appropriate liaise with local overseas offices. They consider not just your current systems but also analyse your business processes, customer journey and advise on the steps required to integrate our solutions quickly and efficiently. With a pre-mapped integration methodology for each country we're able to greatly reduce the time spent researching the best integration options for each international dataset.

Data capture is available:

On Premise – a solution that integrates directly into the architecture you require according to your security demands.

On Demand – a hosted solution that allows accurate address capture through a single On Demand interface.

International data quality solutions

3. International data cleansing – Maintain accurate customer information

Data decays over time and international data is no exception. As organisations increase their global footprint, maintaining the accuracy of international contact details becomes all the more important for retaining overseas customers.

We offer three different cleansing options to best suit you. If you already use our software to cleanse your UK data you can simply extend the use of your existing solution.

Standalone solution – a standalone application that gives you the freedom to cleanse your international data as and when you require.

API solution – allows the cleansing process to be integrated seamlessly into your architecture and data workflow. This option feeds directly into your systems without any need for manual interaction so you can be sure your international data is always up to date.

International data cleansing services – a regular outsourced cleansing option that takes away the hassle. Our consultants do all the work on your behalf, analysing, cleansing and formatting your data and returning up to date and accurate data in the most suitable format for you.

4. Our data – One source for access to global contact data

Powering our comprehensive solutions is data for over 200 countries. To ensure we offer the widest possible coverage and the best quality through one single source, this data is taken from both national primary sources and a trusted partner network. The granularity of data available varies from country to country but our consultants are always on hand to help you understand the options and coverage available.

Addresses supplied by the national primary source are generally from the national postal authority. Country datasets available from primary data sources include Australia, Canada, Singapore, Switzerland, Ireland and many more. We also supply international data through a trusted partner network, these sources range from postal authorities and carriers to research organisations.

Business benefits of international data quality

Financial
- Website 'drop-off' rates are reduced and site conversions are increased, improving web performance and sales

- Incorrect delivery addresses are eliminated, avoiding return mail and multiple postage costs

- Data is more easily collected and maintained, avoiding expenditure on manual intervention

- The ROI of marketing campaigns to new customers can be optimised

Customer perception
- Website differentiation and user experience is enhanced

- Faster delivery of goods and services

- Brand perception is maintained by avoiding mailing to invalid addresses - particularly important as organisations build their reputation in new countries

Efficiency
- Forms can be completed quicker

- International addresses can be verified with confidence first time

- All territories can use a single process for data collection and standardisation

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Experian
George West House
2-3 Clapham Common Northside
London, SW4 0QL

T 0800 197 7920
E dataquality@experian.com
W www.edq.com/uk