experian™

Address verification

Ensure only accurate addresses enter your database

Address accuracy is critical to a host of business operations and intelligence initiatives. Experian Data Quality's address verification software identifies the accuracy and completeness of physical addresses, flags inaccuracies, and corrects errors before they can negatively impact your business.

For more than 20 years, organizations have trusted Experian Data Quality's address verification solution to ensure a high level of data quality at all points of capture. Our software cleanses your customer records against the latest U.S. Postal Service® (USPS) address data. It also supports addresses for more than 240 countries and a variety of relevant data sets, including county code and geolocations.
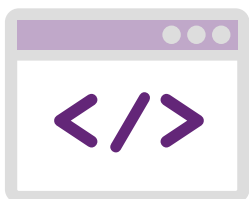
Benefits of validating addresses

Address accuracy is critical when managing customer data. Without this information, organizations expose themselves to operational inefficiencies, poor customer service, and incomplete customer insight.

Using address verification will:

• Eliminate costs associated with wasted postage, returned mail, and staff rework

• Improve staff productivity and reduce time required to manage each consumer

• Enhance the effectiveness of data analytics and duplicate identification efforts

• Improve satisfaction through timely deliveries and more relevant communications

Features

Flexible deployment methods to suit any technical environment

CASS™ certified based on carrier route, 5-digit ZIP+4 codes, and Delivery Point Barcode (DPBC)

National Change of Address (NCOA®) bureau processing available

Over 240 country data sets, including county code, geolocation, and more

Our address verification service can be used in three ways

Real-time validation for internal applications
Internal users leverage our unique typedown engine to ensure fast and accurate address capture within call centers, order management systems, CRM applications, and more. Users start by entering the ZIP Code™ and are quickly prompted to drilldown further until a complete address is available. The software enables fast and accurate data capture, reducing keystrokes at the point of entry by up to 75 percent.

Real-time validation for customer-facing applications
Clients who enable our verification engine on external-facing forms, through a website or kiosk, can be confident that customers enter accurate address information without impacting the customer experience.

The tool will intuitively correct misspellings and other errors before the address is committed into your database. If the software cannot identify a complete address, the customer is prompted to provide additional information, such as an apartment number, before the transaction is completed.

List validation
Maintain and update existing address records by using list validation. An intuitive wizard guides users through the cleanse process, from the selection of data, to the country data sets to reference, and the determination of the correct output format.

> By using address verification software to collect, manage, and update address records, you can be sure that your customer data is accurate and actionable for business intelligence and improved customer experience.

Address correction examples

Address entered	Type of error	Correction
1889 breadway apt 106 sanfranciscoca 94109	Street name error	1889 Broadway Apt 106 San Francisco CA 94109-2231
130 appleton #2b boston ma 02118	ZIP code error and reformatting	130 Appleton St Apt 2B Boston MA 02116-6086

Ready to get started? With Experian Data Quality's address verification solution, you'll be confident that you're only collecting accurate and complete physical addresses.

Start your free trial