experian™

Address verification

Improve your customer experience with accurate address information

Address accuracy is critical to a host of business operations and intelligence initiatives. Our address verification software determines 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 our address verification solution to ensure a high level of data quality at all points of capture. We have evolved our offerings to keep up with market trends and growing customer expectations. Our software cleanses your customer records against the latest United States 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 verifying 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:

- Reduce 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 communication

- Optimize customer experience (CX) with ease of entry and reduced keystrokes

Features

Flexible deployment methods suit a range technical environments and improve CX	CASS™ certified based on carrier route, 5-digit ZIP+4 codes, and Delivery Point Barcode (DPBC)	National Change of Address (NCOA^Link®) bureau processing available	More than 240 country data sets, including county code, geolocation, and more	RDI™ USPS dataset integration enables the most accurate residential vs. commercial classification

Our address verification service can be used in three ways

Real-time verification 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. Whether you are interested in improving internal processes for your employees, or looking to ease data entry for your customers, our solutions help to optimize the experience by intuitively suggesting a correct, verified address.

Real-time verification for customer-facing applications

When you enable our verification engine on external-facing forms, such as through a website or kiosk, you can be confident that customers enter accurate address information without impacting their 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 can be prompted to provide additional information, such as an apartment number, before the transaction is completed. This provides a positive user experience, while also ensuring the collection of complete, accurate information.

One-time batch address verification

For many organizations interested in address validation, they have large volumes of historic data that was never validated upon collection. In these instances, a list cleanse enables you to identify and correct errors in your existing data.

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 City/state formatting 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's address verification solution, you can be confident that you're only collecting accurate and complete physical addresses.

Start your free trial