

HOW VERIFYING YOUR ADDRESS DATA CAN IMPROVE EFFICIENCY

Maximize the value of your database. With accurate address data, you can reduce wasted time, money, and resources to improve your business's efficiency.



90% of U.S. organizations believe data is an integral part of forming their business strategy. This means your organization should be working to develop a robust data quality strategy so you can stay ahead of the competition.

Improve the online experience

It's no secret that customers expect a seamless digital experience. By implementing address verification on your website, you can save your customers time during checkout to reduce shopping cart abandonment.



Increase call center efficiency

When your call center representatives have the ability to verify addresses in real time, they can shorten call times and improve the call-in customer experience.

Reduce human error

49% of organizations report that human error contributes to data inaccuracies. Address verification can prevent bad addresses from ever entering your database. That way you can trust the accuracy of your data and spend less time reactively correcting data errors after they cause problems.



Improve customer outreach efforts

Without address verification, you could be wasting valuable time and resources dealing with incorrectly delivered mailings. With trustworthy address information, you can be certain every message is received on time, by the right recipient.

When your organization has a foundation of quality data, you can make decisions based on data you trust.