

# 192 Address-ID

An address verification solution for a range of anti-fraud and commercial benefits to your organisation



## Addressing customer identity

It doesn't take a developer of identity check software to know that addresses are a key part of the customer identity verification process. Your business is probably evaluating address management solutions, perhaps as part of the identity check process, or maybe as a tool that solves a range of commercial needs. Here's our approach to global address management and the value that it can bring to your organisation.

## What is address verification?

Address verification is a process that takes known customer data such as house number and postcode and generates a real, full, deliverable address in less time and with more accuracy than if the address is captured line by line.



A customer address is captured via call centre, website or other customer touchpoint.



The address is reviewed and analysed by 192 Address-ID and re-formatted in the relevant Postal Address Format for that country.



The address is corrected and improved if incorrect in any way and missing address elements such as postcode are added.

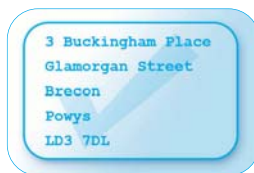


The "cleaned" address is ready for use in business processes such as a website transaction, a CRM system, order form, or new account creation process.

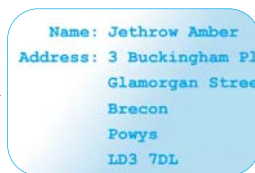
## Address verification in the ID check process

Our customer experience tells us that sometimes organisations feel confident enough in transactional risk to verify only the shipping or billing address. Sometimes organisations are forced down this route if there is no local identity database to check against or when there is no match against the usual national identity databases. In this situation, address verification makes for a quick and simple check to ensure that customer transactions are not based on fraudulent address data.

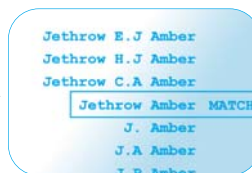
**As ID specialists, we recommend that the most powerful way to use address verification is as an integral part of the ID check process as follows.**



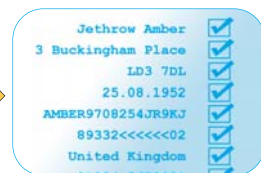
When a full, clean, formatted address is used at the start of the ID check process, match rates are vastly improved.



Our global ID check solutions validate a range of personal details such as Name, Address, Telephone Number and Date of Birth databases.



These personal details are tested against our full range of databases such as government sources including voter databases and driving licence information and commercial sources such as credit reference data.



Our global ID check solution generates a report that validates customer details to help you decide whether to accept or reject a customer based on the validity of the personal characteristics submitted.

## Addressing a range of commercial benefits


A full, clean, formatted address. What value is that to the marketing department, the delivery guys or the customer service team?

- **Getting it right first time** - Newly acquired and happy customers get their goods delivered right first time and their first statement is sent with no embarrassing errors in the address
- **A quicker more effective call centre** - capturing an address with 192 Address-ID means that call centre agents will save up to 80% of the keystrokes needed to enter the customer address into their CRM system. Less keystrokes means quicker calls, means more time, means a more effective call centre
- **The customer experience** - your call centre or your website will need only minimal address information, in many cases only a postcode and a premise number to capture the correct address
- **Costs savings** - Finance Directors will be happy when less mail items are returned in the post due to poor addressing and when the marketing team make cost savings from postal discounts for using clean formatted mailing data

## A global address data story

192 Address-ID is equipped with data for 237 countries and where possible, the data comes from the primary source in each country, namely the Postal Authority such as Royal Mail, the United States Postal Service or Deutsche Post.

The depth of address verification that 192 Address-ID offers varies country by country, based on the quality of the Postal Address File (PAF) database that each Postal Authority maintains.

|  |   |
|--|---|
| <b>Verification level 1</b><br>PO Box/Premise/Building Name<br>Street<br>City<br>County/State<br>Postcode<br>Country | <br>CAN FIN DEN NLD FRA DEU<br>IRL US JPN UK |
| <b>Verification level 2</b><br>Street<br>City<br>County/State<br>Postcode<br>Country                                 | The rest of the EU and the industrialised world   |
| <b>Verification level 3</b><br>City<br>County/State<br>Postcode<br>Country   | Rest of the World   |

## Addressing legacy customer address databases

Our address verification technology can also be applied to existing customer address databases even if your organisation hasn't focused on the benefits of address management to date.



Existing customer databases with poor and unmailable addresses are sent to the 192 Address-ID batch engine



Address data is interrogated by the 192 Address-ID engine. Addresses are cleaned, formatted and updated



Cleaned and accurate customer address data is returned to the customer database ready for accurate customer communications

## To find out more

Call our identity verification team on **0207 909 2192**

Request a call back at **[www.192business.com/contact](http://www.192business.com/contact)**

Learn more at **[www.192business.com/id](http://www.192business.com/id)**

E-mail us your questions at **[id@192.com](mailto:id@192.com)**