

## Know your customer. Ensure compliance and reduce costs.



Use address verification with daily-updated data to confirm identity.  
Help technicians locate a site to establish a service or deliver hardware.

### Challenges in Telecommunications

- Maintaining address verification systems for your customer service teams and online store.
- Access to fresh address data for delivery of phones, SIM cards, modems and service installs.
- Giving correct information to the IPND (Integrated Public Number Database) and managing errors.

### Implications

- Administrative cost of regulatory compliance and fraud avoidance, and the risk of infringement.
- Bad addresses and poorly geolocated service delivery points driving costs, from returned mail to incorrect assessment of installation requirements.
- Ineffective marketing and poor customer service driven by bad data and limited insight.

## FREE Address Data Detox\* With Every 12-Month Enterprise Subscription.

### 3 steps to better addressing for telecommunications

#### 1 Batch Processing

**CORRECTS** Misspellings and errors, including street type or suburb, are corrected.

**COMPLETES** An address component, such as a postcode, is added if missing.

**SUGGESTS** Where an address can't be verified, an alternative is suggested.

Clean your customer address records. Up to **10 million** addresses in **5** business days.

The customer addresses you've collected are checked against official sources. Each one is given a rating indicating the confidence of a match, handy for **verifying data before submitting to the IPND**.

## 2 Predictive API

Embed predictive text and autocomplete addressing into account creation and ordering processes for your website and franchise stores.

It reduces the number of keystrokes required, speeding up form-filling for customers and frontline staff and improving customer experience.

You **never collect a bad address** when people select from a list that's verified against official sources. It's a cost-effective way to make sure your customers have a valid address and **stay compliant with legislation**.

Add a latitude and longitude to each address to show on a map where customers are located relative to your service areas.

### Predictive Address Verification

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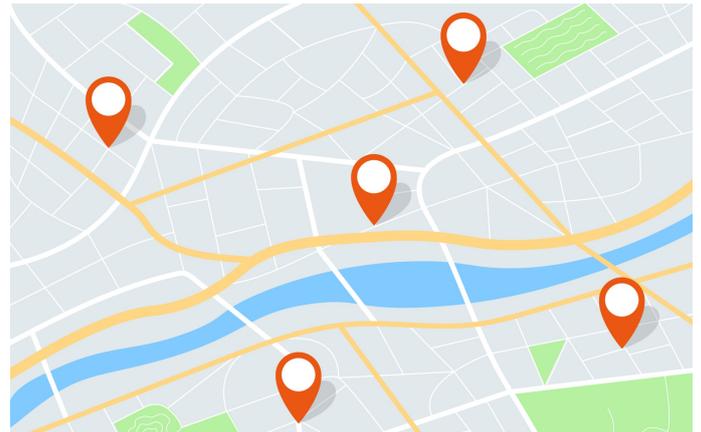
**483 GAINSBOROUGH DR, PIMPAMA QLD 4209**

**483 GALSTON RD, DURAL NSW 2158**

**483 GARDENERS RD, ROSEBERY NSW 2018**

**483 GEELONG RD, YARRAVILLE VIC 3013**

**483 GEORGE ST, FITZROY VIC 3065**



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## 3 Addresses API

Enrich your customer address data by attaching other types of data to each one, including:

- ABS Statistical Area
- Remoteness Index, or
- a list of buildings at the location.

It enables **advanced analytics and location-based segmentation**.

Knowing the location of customers and their characteristics **supports direct marketing** of new offers and services.



**How much is bad customer address data costing you?**

**Geoscape Australia is widely trusted. Our address data is updated daily from official sources, and we've managed the national address file (G-NAF) for 17 years.**

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