

HOW TREDENCE INC. LEVERAGED SANCUS TO HELP A CLIENT CLEANSE AND VALIDATE 500K CUSTOMER ADDRESSES

For a leading CPG company



ABOUT THE CLIENT

The client is a global provider of water, hygiene and energy technologies, and services to the food, energy, healthcare, industrial, and hospitality markets.

CHALLENGE

The client had an existing license-based address validation tool deployed but was unable to validate many key customer addresses.

The client needed to validate & cleanse ~500K customer addresses across ~25 countries to improve delivery and service-based SLAs.

APPROACH

To solve this problem, we leveraged Sancus to –

- Integrate with a range of postal services and 3rd party APIs which provided a comprehensive global address validation solution.
- Create address validation categories tied to mastered customer records.
- Generate confidence metrics based on match quality, which helped users save time during manual validation.

KEY BENEFITS

- ✓ *Helped the client save ~\$150K in annual licensing costs and implemented a solution with a greater matching accuracy.*
- ✓ *Revalidated ~17% of key addresses in the US and matched against USPS (United States Postal Service) database.*

RESULTS

- Improved last mile delivery and increased sales by 12%.
- Helped operational teams plan and adhere to SLAs for priority customers across the globe.