

Phone Validation

Quickly capture, standardise, validate and maintain accurate phone numbers for your customers and prospects

With over 5 billion mobile phone users worldwide today, it has never been more important to have accurate phone data for your customers and prospects. Plus, SMS messages are an increasingly popular communication method, given they almost always reach the intended recipient with an open rate of over 98%. A valid and correctly formatted phone number enables streamlined customer onboarding as well as effective delivery of marketing and service communications.

Experian Phone Validation standardises and validates landline* and mobile numbers from 220 countries and territories in real-time at the point of data entry or in bulk. Our API references multiple sources in real-time to check the existence, validity, format, type, provider, portability and reachability of each number. With over half a billion validations in the last 12 months, our solution is relied on by customers worldwide to enhance the quality of their customer contact data.

Features and coverage

- Landline, mobile, VoIP, toll-free number identification for compliance
- Coverage of 1500+ telecommunication providers in 220 countries and territories
- Checks for number syntax and format, existence, network provider, porting status and reachability
- Simple and actionable validation response codes
- Flexible deployment methods to suit any environment
- Phone Append service that returns the phone number associated with the user's name and address**
- Reverse Phone Append service that returns the user's name and address associated with the number**
- User portal to monitor usage in real-time
- License on a transactional, per seat or annual basis
- 24/7 customer support globally

How it works

There are two ways to use the service:

Real-time validation at the point of collection

Capture, standardise and validate phone numbers in real-time at the point of data entry. Whether you choose to integrate into your website, at a point of sale, or in a call centre or CRM system, our API integrates seamlessly to protect your data quality without disrupting the user experience.

Service cleanse

Validate your phone lists on an ad-hoc basis depending on your need by submitting your data via a secure FTP site to Experian's Professional Services team. We will process your file and provide a summary of the overall health of your phone data as well as removing fake, incorrect or dead numbers from your lists.

*Landline only available in selected countries including USA.

**Phone Append services only available in North America.

Benefits



Improve telemarketing and SMS marketing

Boost your SMS, location based and telemarketing campaigns and reduce wasted spend by ensuring calls and texts are only sent to valid phone numbers.



Enhance customer service

With valid phone numbers, you can provide a faster and more secure onboarding process, keep customers updated as part of their user journey, avoid delivery or appointment issues.



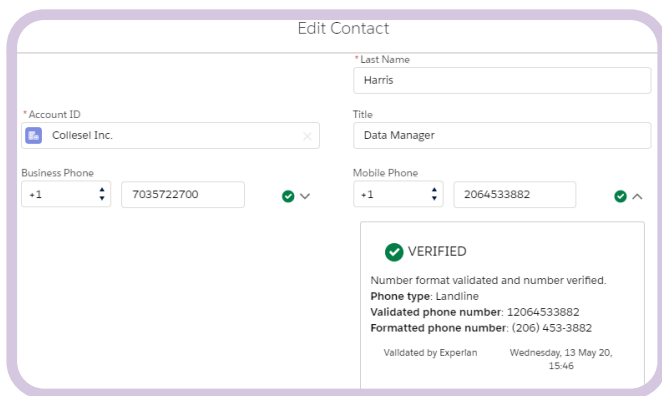
Reach your customers

Valid phone numbers enable you to communicate effectively with your customers at every stage of the sales cycle and ensure important messages reach the intended recipients.

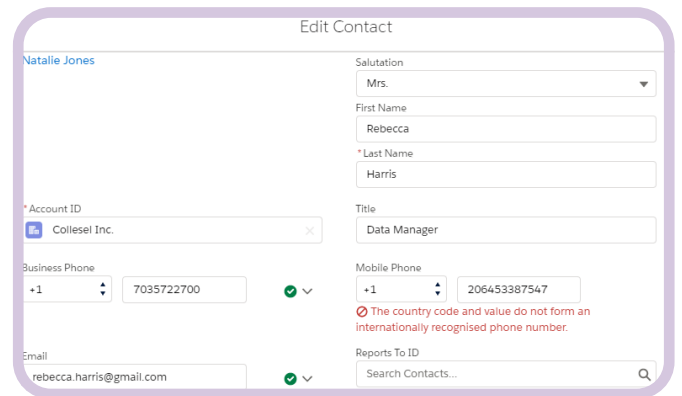


Reduce costs

Correcting data issues manually takes time and money. Automating data quality management eliminates the potential for human error so employees can spend their time where it matters most.



- Validation response displayed on an internal application



- The solution flags incorrect country codes