



New Look

New Look are a UK-based fashion retailer, operating both online and in-store. With 440 stores across the UK and Republic of Ireland, and over 238 million visits to their website and app in 2022, they hold the second largest share of the womenswear market for 18-44 year olds.

With customer address data playing a pivotal role in the business' operations, New Look have worked with Experian's address validation solutions since 2009 to cleanse, standardise and validate addresses as they enter their systems to streamline operations and deliver a frictionless customer experience.

Situation

New Look collects customer address data at two distinct points in the customer journey: through their ecommerce solution, and in store to power their account creation, orders and returns processes.

The company is focused on achieving and maintaining quality address data to increase delivery success, verify customer accounts, facilitate easy customer interactions and ensure a smooth customer experience.

Customer experience is an area where the business is particularly single-minded, working to high standards to ensure friction is minimised at all interaction points and exploring the opportunities customer focus offers post-pandemic.

How we helped

Experian has partnered with New Look for over a decade, and currently provides address validation services both in-store and online. These have become a vital element of the business' technical architecture, supporting business operations and helping optimise the customer experience.

“As we work to re-architect our system, Experian's address validation is the one platform that's staying. It's not problematic in any way and does exactly what we want it to do.”

Benefits

Delivery

Experian's address validation solutions deliver across multiple logistics use cases. Alongside capturing, correcting and formatting address data quickly and efficiently, the solutions have powerful verification capabilities. Underpinned by the combination of official postal authority data and authoritative third-party sources, addresses are checked and validated as deliverable in real-time. New Look can take clean address data to optimise delivery planning and increase successful delivery rates.

Customer experience

Pivotal to New Look's position in the market and their vision for the future, is customer experience. The business places a premium on making customer touchpoints and interactions as frictionless as possible. Address validation allows for the quick and easy capture of address data, both for customers navigating the online journey and for colleagues working in the busy in-store environment. With split second response times and minimal keystrokes required to begin returning address suggestions, the solution can pin-point an address, standardise its formatting and quickly and easily correct errors.

Account optimisation

New Look uses address validation as a method to verify customer account details, ensuring the right data and journeys are assigned to the correct customer. Using address validation to check customer details as they interact with the business, New Look has been able to minimise account duplication and maintain clean customer records to ensure an accurate and single view of the customer.

What's next

New Look are focused on continuing to encourage customers back into store. They are exploring the opportunities to use a data-led approach across their online and physical retail presence to amplify value through personalised, data driven interactions that are highly relevant and bespoke to the individual. Data remains at the heart of their operation.

