Travis Perkins

Experian helps Travis Perkins reduce data capture time, streamline the customer experience and optimise deliveries with data validation solutions

Travis Perkins is the UK's largest supplier of building materials to the construction industry. The company has over 500 branches across the UK, and serves trade professionals and self-builders across the nation. They have partnered with Experian since 2010, using address validation and location technology to support business operations whilst safeguarding customer experience.

The situation

Address data is critical to Travis Perkins' business model. The company offers a multi-channel shopping experience, with trade customers and consumers able to browse and shop in store and online, plus check stock availability at local stores. Due to the bulky, heavy nature of construction goods, being able to offer an efficient, reliable delivery service is crucial.

Experian technology was onboarded in 2010 across the point of sale system, and implemented into the digital offering as this went live in later years. Thanks to our market leading address validation solution, Travis Perkins can trust that address data is accurate, correctly formatted and validated as deliverable: keeping customers happy and building projects on schedule.

"If someone asked me "Should I use Experian?" I'd say yes. The solution works well, integration was easy, and I can forget about it! It scales when we need it to, it's performant, and in more than a decade we've never had to raise a support ticket."

Dominic Bishop, Principal Technical Architect

Challenges

- Inconsistent address format - A pre-ecommerce legacy of manual data entry at point of purchase had created a database with variable address formats and data errors.

- Difficulty finding nearest branch - Some customers need to quickly source building materials, and locate the nearest branch with available stock to prevent wasted time

- Supplier management - Travis Perkins needed to ensure they held accurate address data for their own suppliers to smooth the invoicing process and delivery of goods

- Streamlining checkout process – the business recognised the need to ensure the transaction process was frictionless for customers without compromising on the quality of address data captured

Solution

Experian Address Validation, powered by market-leading address and location data, is integrated at every customer touchpoint: in store, online and in app.

Multiple ways of searching for an address are used to meet system and customer needs.

- Autocomplete search is used online for rapid address capture, with as little as 3 keystrokes needed to begin returning address suggestions
- In-store, postcode-based searching is used to capture, correct and validate addresses.

The solution reduces data entry time by up to 80%, and in split seconds validates that an address is deliverable and correctly formatted.

This data then powers the logistics operation. With the reassurance that all addresses have been validated as deliverable against Royal Mail's datasets, delivery routes can be planned with confidence and customer expectations met.

Location technology is paired with address data to support store finder capabilities to allow customers to check stock levels at local stores. Using the validated post code and Experian's location intelligence, local stores can be identified and mapped back to the customer, with stock availability displayed to allow customers to quickly and easily identify the nearest store with the materials they need.

Over 12 months

3.6M address searches

1400 hours saved in data entry time

Nearly 23M key strokes saved

Results

Trusted data: Travis Perkins saw an immediate improvement in their address data quality following integration, which that they have now maintained for more than a decade.

Frictionless digital experience: Online addresses are captured quickly, input errors resolved, and deliverability verified in split seconds with minimal customer effort required, ensuring excellent customer experience.

Time and effort saved: The company is able to save customer time and effort with branch finder capabilities, allowing them to locate the exact branch to find the stock they need.

Scalable, reliable and performant: as the company has expanded operations and increased the volume of transactions, Experian's solutions have scaled effortlessly to validate every address.