

# Bunches

## Enhancing deliveries and customer satisfaction with Experian Address Validation

### Challenge

Bunches, a family-owned florist business established in 1989, faced challenges with address accuracy for their deliveries.

For over 20 years, Bunches has partnered with Experian to continuously improve their address validation processes. This long-standing collaboration began when Bunches initially worked with the Post Office to facilitate flower orders.

In those early days, customers would write in with the address of the intended recipient, which could be incorrect. When Bunches transitioned to being an online business, incorrect address entry remained a problem.

As over 90% of gift orders are sent to an address that is not the purchaser's own, often addresses can be entered incorrectly. The perishable nature of flowers and the significance of special occasions meant that address precision was a key area where Bunches sought to excel.

### Solution

Building on their existing partnership, Bunches has continued to implement and upgrade Experian Address Validation solutions. Their current implementation includes both real-time validation on their website for customer convenience and backend address validation to ensure accuracy before dispatch. The seamless integration utilises Experian's API across their internal CRM and website checkout systems.

The real-time autocomplete capabilities allowed customers to start typing an address and receive suggestions immediately, reducing data entry time by 80%, and improving the user experience. For Bunches, address validation ensured that all orders were checked for accuracy before being processed.

A recent additional implementation went without a hitch. Experian's API documentation was clear and easy to follow, meaning Bunches were able to integrate the solution in only one day. This rapid deployment minimised disruption and meant Bunches could start benefiting from the updated solution immediately.

### Over 12 months\*



9.4 million address searches



2,085 hours saved in data entry time



27 million keystrokes saved

\*20.03.24-20.03.25

### Results

Since implementing Experian Address Validation, Bunches has seen the following improvements:

**Happy customers:** Real-time validation speeds up address entry time, and validated addresses means fresh flowers reach their intended recipient on time, for all occasions

**Cost efficiencies:** Bunches no longer faces the high costs associated with failed and returned deliveries by now having addresses validated immediately. Powered by authoritative data sources, including Royal Mail, means Experian's address suggestions are the most reliable

**Smooth operations:** The simple integration of Experian's API into Bunches' systems has also streamlined their workflow, allowing the technology team to focus on other aspects of the business instead of fixing data issues

## Bunches case study

### Looking ahead

Bunches recently started using Experian's Mosaic demographic data to better understand their customer base. This enables customer segmentation so they can effectively tailor their marketing campaigns to different customer needs while also boosting ROI. The insights gained from Mosaic have revealed

distinct customer segments, including a surprisingly young audience and a significant number of retired individuals. This means Bunches are creating more targeted and relevant marketing campaigns that engage and satisfy their loyal customer base.

**"Our 20-year partnership with Experian has been instrumental in our growth journey. Their Address Validation solution has been a game-changer for us. Real-time search has virtually eliminated address errors. This has saved us time and money, and most importantly, ensured our customers receive their flowers on time. The implementation was quick and easy, and the support from Experian has been excellent. Using Experian's Mosaic demographic data has provided us with invaluable insights of our customer base. We've been able to segment our audience more effectively and begin to tailor our marketing efforts to different customer groups."**

**Elliot Reed, Head of Engineering, Bunches**