

ZSL (Zoological Society of London)

ZSL is the charity behind London Zoo and Whipsnade Zoo, which combined welcome around two million visitors each year. As leading conservation zoos, their global impact is also bolstered by a popular membership scheme. This means that ZSL needs to process a vast amount of contact data, all of which requires meticulous validation to ensure accuracy and compliance.

Challenge

ZSL's Supporter Contact Centre is the hub for all enquiries. From high-end donors to education bookings and even membership sign-ups, the department rarely sees a quiet period.

There were four main challenges regarding address data for ZSL.

1. Delay in Membership Sign-up

Where staff were required to manually enter member data into the system, a delay between registration, data entry and subsequent account activation was present.

2. Poor Customer Experience

Customers had to manually enter addresses for each family member when purchasing tickets, creating a poor customer experience and increasing likelihood for data entry errors.

3. Loss of Renewals and Revenue

When communicating with members, emails are first line. However, when these bounce, if members did not have a valid address entered, communications couldn't go out, and the account had to be deleted at renewal.

4. Increased Manual Processes

Incorrectly entered addresses required team members to correct data manually. Additionally, errors in data entry made it difficult to locate individual members, further slowing down operations.



Solution

Experian Address Validation was embedded directly into the Tessitura system, ensuring all addresses entered are accurate, validated and fit for purpose.

Impact

ZSL cares deeply about maintaining a strong network of satisfied members. Ensuring data is validated and clean has been essential to delivering seamless service and building lasting customer relationships.

Membership Renewal

Email is the primary contact method, but when messages bounce, postal addresses become the fallback, making both critical for renewal. **Postal addresses must be correct to renew existing accounts.**

Customer Outreach

Promotional offers are mailed to current members, driving engagement and renewals. **Incorrect addresses mean lost opportunities and wasted resources.**

Donor Relations

High-value donors receive curated gift baskets throughout the year, **mistakes in address data risk missed deliveries and damaged relationships.**

Brand Perception

Membership packs are sent directly to new members' homes, forming their first tangible impression of the Zoo. **Accuracy in delivering these sets the tone for long-term loyalty.**



Results

Through utilising Experian Address Validation, ZSL team saw **improvements across the business.**

Having seen successful usage when processing member records, ZSL is now expanding the solution to include the sale of admission tickets to London and Whipsnade Zoos.

Through processing accurate customer data, ZSL are prioritising their ability to **provide an excellent customer experience.**

“Experian’s address validation has made a real impact across multiple teams at ZSL, speeding up processes, improving data accuracy, and saving staff time. It’s helped uncover key issues, enhanced customer communication, and enabled a sustainable, long-term solution that supports our priority of delivering a great customer experience.”

Mona Lota
Supporter Contact Manager, ZSL

Summary



152 hours saved annually:

Thanks to Experian Address Validation, ZSL’s Supporter Contact team have reduced their admin time.



Over 24 hours saved in 6 months:

Address Validation has streamlined data entry for ticket purchases.



311,842 keystrokes saved in 6 months:

The Postcode Search tool speeds up and improves the accuracy of address entry at ZSL.



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