

Mobile Validation

Ensure the mobile numbers you collect are accurate and consistent

Improve the accuracy and validity of your mobile data to ensure more effective marketing and service communications

Improve your communications

Solution

Experian Data Quality offers a solution designed to improve the accuracy and validity of mobile phone numbers. Mobile numbers can be validated for accuracy as data is entered or validated in bulk from your contact database. Mobile validation is a service that enables real-time mobile number validation and confirmation of the consumer's network.

The solution can be integrated into websites to validate mobile numbers at the point of entry. It is also available as a self-serve bulk service in which you can upload files for batch processing, either via web portals or a secure FTP site.

The benefits of mobile validation

Confirming the accuracy of a mobile phone number at the point of collection or within an existing database enables organisations to:

- Conduct effective mobile marketing, by improving customer data and reducing costs - maximise revenue opportunities
- Minimise false online registrations of mobile numbers
- Reduce time and resource wasted on correcting bad mobile numbers by first identifying disconnected or invalid numbers
- Use only the valid mobile numbers to send notifications for business processes (bill payment reminders, outages, appointment reminders, customer feedback etc.)
- Improve customer experience as inaccurate mobile numbers can create a communication gap and impact credibility
- Increase the overall reliability of contact information in an organisation's customer or prospect database

How does mobile validation work?

Mobile validation conducts real-time checks that validate mobile numbers either at the point of capture or in an existing database.

The software is able to:

- Verify the mobile number is syntactically correct
- Verify the mobile number exists on a supplier network and tells you which network
- Verify the mobile number is currently live (i.e. switched on and connected to network)

The solution can also tell you if the mobile number has been previously ported and if so, from which network.

Mobile validation has the following features:

Comprehensiveness

Covers all mobile numbers in South East Asia.

Accuracy

Can check the mobile number's syntax, existence and usage on a network.

Reliability

Fully redundant and fault tolerant.

Performance

Responsive at all times.

Usage

Can be integrated into an existing web form. You can also access a self-serve web portal or secure FTP site to process bulk lists of mobile numbers.

Mobile Validation

Mobile validation as a component of data management

Mobile Validation can be used in conjunction with Address Validation and Email Validation, our web-based postal address and email address capture software respectively. By integrating all 3 products, you can ensure a full validation of both name and address contact details, helping you to capture accurate delivery, billing and e-mail address information, as well as valid mobile numbers.

Mobile validation, when used as a bulk processor, works in addition to our address validation. Through the retrospective validation of mobile numbers, it enables you to ensure all contact details for your existing customer base are correct so you can connect more effectively.

Why Experian Data Quality and Targeting?

Experian Data Quality and Targeting is a global leader in providing data quality software and services. We help our customers proactively manage the quality of their data through world class validation, matching, enrichment and profiling capabilities.

With flexible SaaS and on-premise deployment models, Experian Data Quality management tools and services allow our customers to have the confidence to use their data as a strategic asset. Whether your business is large or small, we want to help you unlock the real value of your data so you can make meaningful decisions. From insurance to travel to banking sectors, we're helping organisations connect with their customers, understand trends and plan for the future.