

CASE STUDY

DialCare

Address verification gets stuff delivered and cuts admin costs

Challenge

Fulfillment and welcome kits were not arriving to customers due to input address typos.

Solution

Implement US Address Verification to ensure that any addresses in DialCare's database are valid and standardized.

Results

DialCare improved its data accuracy overall and is looking to improve it by using US Address Autocomplete in its forms.

PRODUCTS USED

-  US Address Verification
-  US Address Autocomplete

The client: DialCare

DialCare®, a Careington company, is a US organization serving millions of patients that “provides [them] virtual access to doctors, dentists, licensed mental health and veterinary professionals whether you're at home or on the road.” Their platform is open 24/7/365 to all 50 United States and territories, providing convenient and on-the-go access for their clients.

The challenge: Substantial amount of duplicate, incorrect, and alias address data

As DialCare picked up speed, so did the address issues. Imagine their concern when they became aware of form typos, duplicate records having alias addresses, and invalid addresses infiltrating their systems. Rather than reconfiguring other systems after they had caught too much speed, Dialcare executives wanted a correction implemented at the foundational level of a new project.

“We were looking for something that, one, wasn’t going to break the bank, and two, was going to give us the sort of accuracy we needed in a simplistic approach,” said Justin Hajek, Assistant Vice President of Program Management at DialCare.



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Assistant Vice President
of Program Management at DialCare





The solution: Implement Smarty's US Address Verification

While looking for a solution to their problem, Dialcare said that Smarty stood out for 3 main reasons.

- **Accuracy:** Smarty's verification APIs would significantly improve the cleanliness of the data received from customers and physicians.
- **User-friendly interface:** Smarty's platform offered better automation and a more user-friendly interface to integrate into their existing platform.
- **Supportive documentation:** Implementation of the APIs and address intelligence tools would be simple because of the useful and easy-to-understand documentation on Smarty's site.

Due to DialCare's growth, they've continually increased the rate at which they've used Smarty's services. To date, they've verified over 600,000 addresses.



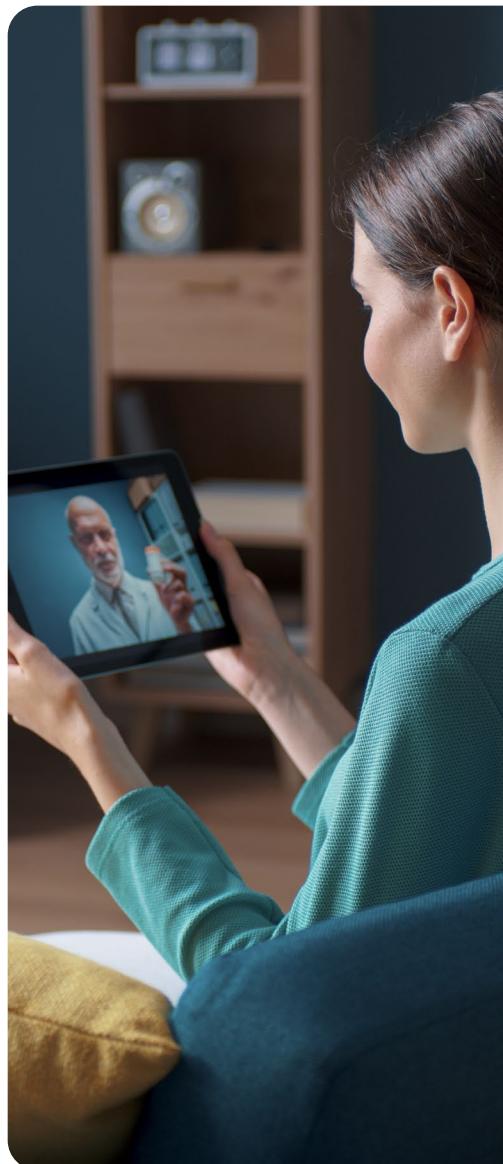
The results: More accurate address data

Since implementing Smarty solutions, DialCare has significantly reduced administrative burdens related to chasing down correct addresses or handling “returned to sender” and “insufficient address” mail. The lack of complaints due to lost kits or welcome packets is a significant benefit they have embraced, thanks to accurate address data.

The future: Implementing US Address Autocomplete Pro

Given good results with address verification, DialCare is now implementing US Address Autocomplete on their forms. The goals are to simplify form fills, increase form conversion rates, and remove those pesky, fat-fingering typos, and provide only real, validated addresses to their physicians as they enter their mailing addresses for payments.

Similarly, autocomplete will ensure that customers entering information into their forms can sign up for an account and then actually receive the welcome kits DialCare sends them. “It makes everyone’s lives easier when address data is accurate because we also have a search component for our providers to search for a patient,” said Justin. “Autocomplete is built into not only our forms but also our search mechanisms as well.”



He goes on to say that internally, US Address Autocomplete is already helping to simplify the lives of their customer support team. Looking up customers with verified address data is speedier, and editing forms won't become another source for bad data to sneak into their systems.



DialCare noted they're "always looking for new solutions and partners to help improve [their] operational efficiency and user experience, and Smarty has been a key part in that."

Questions?

Learn more at Smarty.com

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