

Case Study: Address Validation API for E-commerce

How Intech Solutions Helps OnlineAutoParts Enhance Ecommerce Efficiency with Address Validation

The Challenge

OnlineAutoParts, an ecommerce platform specialising in auto and 4x4 spare parts, faced common challenges with their online order fulfillment process. The company, which processes up to 5,000 orders per day, needed a robust address validation system to enhance shipping accuracy, streamline the checkout process, and reduce the friction customers experienced at checkout. Furthermore, incorrect address details from third-party platforms like Amazon and eBay caused issues with delivery efficiency.

The Solution

Intech Solutions provided OnlineAutoParts with their IQ Office address validation API, enabling real-time address verification at various stages of the purchase journey. The solution featured a predictive address lookup tool that auto-populated customers' addresses at the quote stage, eliminating the need for customers to manually fill in multiple fields during checkout. This integration simplified the purchasing process, significantly reducing cart abandonment rates and improving customer satisfaction.



Address Validation

Integrated into applications through an API or as standalone software



ONLINE AUTO PARTS

Key Benefits and Outcomes

① Improved Checkout Experience

By implementing Intech's real-time address validation, OnlineAutoParts sped up the checkout process. The type-ahead feature allowed customers to quickly enter their address information, which was validated and pre-filled at the checkout stage. This reduction in form fields minimised customer frustration, increased cart completion rates, and lowered abandonment rates.

② Reduced Shipping Errors and Returns

The IQ Office API improved the accuracy of customer addresses, ensuring that shipments were correctly addressed, thus reducing the number of failed deliveries and returns due to incorrect information. This helped OnlineAutoParts save on shipping costs and minimized delays associated with lost packages.

③ Enhanced Data Accuracy and Consistency

Intech's address validation software standardized customer address formats, ensuring consistency across databases. This synchronisation improved the efficiency of backend systems, such as CRM, ERP, and logistics platforms, and reduced confusion for carriers, enabling smoother delivery operations.

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Key Benefits and Outcomes

④ Improved Marketing and Customer Communication

With a validated address database, OnlineAutoParts ensured that marketing materials, such as catalogs and promotional mailers, reached the correct recipients. This resulted in more efficient and targeted marketing campaigns, improving the effectiveness of their outreach efforts.

⑤ Scalability and Flexibility

Intech Solutions' API was able to handle the high volume of transactions OnlineAutoParts processed daily without compromising performance. The scalability of the solution was crucial in meeting the demands of a rapidly growing business.



Implementation and Support

One of the key aspects of Intech's success was their customer-centric approach. Alberto Gomez, the Chief Technology Officer of OnlineAutoParts, appreciated the flexibility Intech offered during the integration process. The team at Intech took the time to understand OnlineAutoParts' specific needs, including target markets and address validation expectations. A demo version of the API allowed OnlineAutoParts to test the solution, ensuring it met their needs before full implementation. This seamless integration and ongoing support were crucial for the successful rollout of the solution.

Conclusion

Intech Solutions' IQ Office address validation API proved to be a game-changer for OnlineAutoParts, enabling them to improve their ecommerce operations, reduce costs associated with shipping errors, and provide a smoother, more efficient experience for their customers. The solution's scalability, ease of integration, and real-time address validation functionality helped OnlineAutoParts achieve a higher rate of order fulfillment accuracy and greater customer satisfaction, driving the company's continued success in the competitive ecommerce market.