



Uniserv checks international data for Post Adress

Deutsche Post Adress now offers the postal cleansing of foreign addresses – Uniserv impresses with its exhaustive street directories

Deutsche Post Adress, Gütersloh, has been working together exclusively with Uniserv GmbH, Pforzheim, in the task of postal validation and correction of foreign address data since February 2004. The data, which originates from different countries, is processed in the service data processing centre at Uniserv in Pforzheim. The postcode and the place and street identifier of the foreign addresses are checked there as part of a country-specific postal address validation using exhaustive street directories, and corrections are carried out as required, e.g. misspelt place names and/or street names as well as incorrectly assigned postcodes. Deutsche Post Adress has thus extended its core competence of address updating by a high-quality module for national and international customers and has thereby secured the position of the company as a European market leader in address updating service provision.

Uniserv cleans up the foreign addresses with post, its own postal validation and correction software. This solution is currently available for a total of 16 European countries, including Germany, plus Canada and the USA. The exhaustive street directories which are already available for many country versions of post represent a particular advantage here. They provide complete coverage of the respective country by place and street, thus ensuring that the verification and result quality of German and foreign postal address information is extremely high. "By means of this service, Uniserv is helping Deutsche Post Adress to permanently and effectively secure the data quality of its customers", sums up Udo Fischer, the Uniserv sales manager. The range of countries covered by post and the availability of the corresponding exhaustive street directories are gradually being extended.