



auto-completion – Data acquisition in real time

New webshops shoot up from the far reaches of the internet almost every day. In this respect, attracting consumers is a constant challenge in a fiercely competitive market - competitors are often only a few clicks away. eCommerce traders must make it as easy as possible for customers to place an order if they want to be successful. This particularly applies to the last step of the sales funnel - the payment process, because this is the moment when visitors become your customers. Confusing and user unfriendly address forms deter the customer and result in cancelled orders.

With auto-completion, Uniserv offers an effective tool to enable your customers to sign up in your online shop even more quickly, easily and comfortably. auto-completion opens a drop-down menu for each entry or change of an address element as soon as the customer starts inputting. This menu is filled with suggestions which correspond to the previous input. The customer can select from the menu and

complete the commenced entry by mouse click or by means of the keyboard. The search is automatically improved as the input of further characters continues. Your advantage: The accelerated order process reduces the bounce rate, thereby providing increased revenue growth. The suggestions made during the entry process ensure that the user does not make any typing errors. You therefore save time and costs which would have been required for correction and support.

However, both your employees and your customers profit from auto-completion. If auto-completion is integrated in your company applications, addresses can be comfortably recorded by customers, suppliers or other business partners within seconds. Irrespective of whether people responsible for call centre applications or CRM systems are concerned, the time requirement and the risk of error during data entry are dramatically reduced.

FEATURES

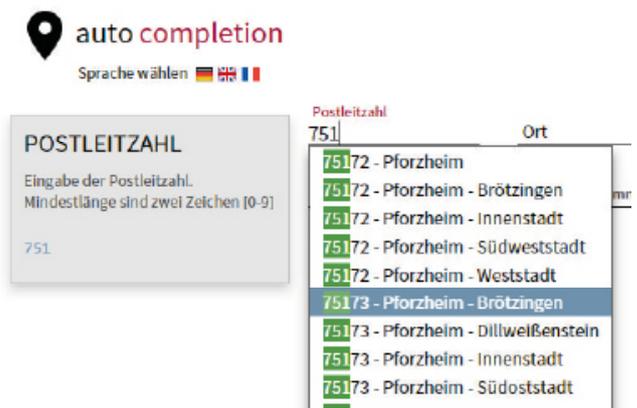
Uniserv auto-completion provides the option of searching in an extensive reference database with any fragments of postcode, town name, town district name or street name and supplying all the hits which match the input fragments. In this respect, the entered fragments are not only searched for and found with identical spelling but also with incorrect spelling. auto-completion can be easily integrated in a great variety of customer applications by means of a programming interface (API).

Various application scenarios can be represented with auto-completion:

The complete input can be provided in a single field in much the same way as a web search engine. In this case, the tool searches in all domains (postcode, town, town district, street) with each input element. The advantage of this type of use is that the user does not have to worry about the structure of the address or the assignment to fields of an entry screen.

The input can be provided field by field (street, postcode, town, town district). Field contents are searched for in a semantically correct form, for example, content of the postcode field only in postcodes. In this way, the number of addresses found can be reduced to a manageable number more quickly. This type of use is especially suitable for integration in existing data entry forms. The sequence in which the data is input can be freely selected by the user.

Both forms of input can also be combined. In this respect, scenarios are supported in which specific fields are permanently defined in a form, whereas other fields serve generically as address lines. As a result, the user can e.g. enter the postcode and town in specific fields and the street and the town district in the non-specific input line.



ADVANTAGES

- Increased conversion rate in webshops through an accelerated and user-friendly order process
- Fewer typing errors through automatic address selection and completion
- Increased customer satisfaction and reduced support costs through quality-assured data
- Increased time-saving and employee satisfaction through easier data entry processes

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