

A low-angle, upward-looking photograph of several modern glass skyscrapers against a blue sky with light clouds. The buildings are covered in reflective glass panels, and some interior lights are visible through the windows.

3 SIMPLE STEPS TO BETTER BUSINESS DECISIONS

Key considerations to streamline your journey to data certainty.

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STEP 1

Begin with defining your address data goals

Define your data dreams. Then make them reality.

A major part of establishing business success is identifying and defining goals. Goal setting delivers the short-term motivation and long-term vision to unlock the speed, success and profitability to differentiate your firm. Whether you're looking to integrate address data with your website and enable geographical search or boost your data matching to reduce fraud, drive efficiencies, or gain deeper insights – complete data provides the certainty to act on authoritative data.

Not sure if you have all the answers? Don't panic – here is the guidance to help you become a data champion.

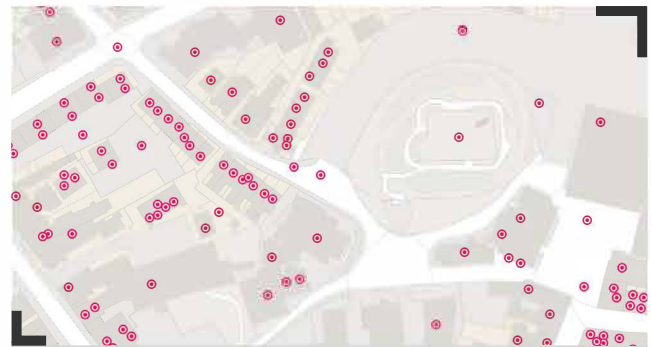
What you need to do

To create a unified view of your address data goals – speak to your teams about their desired outcomes, necessary levels of access, and current data set solutions.

Complete data gives you the certainty to act quickly and decisively.

So, how do you streamline your journey and define your goals? Begin by answering these key questions:

- Is your organisation currently managing complex datasets, or do you have a third-party data manager?
- Who in your organisation is going to be using the data?
- What insights will the data provide you?
- Does your data need to work with existing data sets owned by you or a third party?
- Do you already use other datasets from OS?



Remember: the deeper the level of address data insight you need, the more likely it is you'll need to rely on datasets from other sources, so make sure that the address data you purchase is interoperable.

STEP 2

Get to know your address data needs

Turn data needs into visionary insights.

Address data has value only when it can be used and accessed in the desired way. Postcodes, for example, are useful tools for ensuring that mail is delivered efficiently by postmen and postwomen, but for use cases such as parcel and food delivery, responsible lending, or portfolio management, the level of data granularity provided often fails to be truly impactful.

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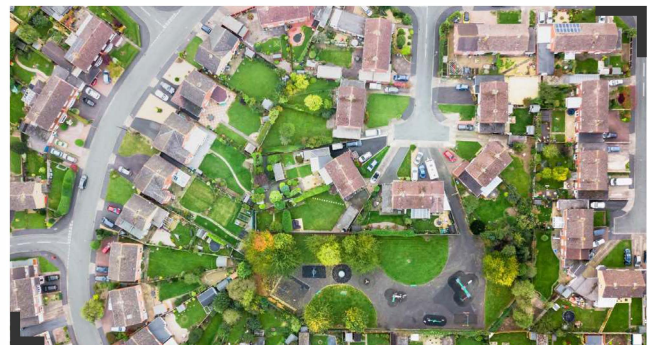
For this reason, it is paramount to get to know your address data needs – to choose the right level of insight you desire, this means answering the following questions:

- Is the address data you require national, regional or local?
- What is the volume of the address data you need?
- What level of detail do you need on those addresses – this can determine the solution you need?
- How do you want to gain access to the address data – disc, download, API?
- How up to date does the data need to be?

If you are unable to provide answers to these questions, then here is the essential action you must take.

What you need to do

Define your necessary use cases for the address data and highlight what you'll need to accomplish them. Use these as a point of reference when diving into data specifications and talking to providers.



Remember: the deeper the level of address data insight you need, the more likely it is you'll need to find an address data provider that uses local authority data as a prime source.

STEP 3

Know your limitations, then account for them

Turn your weaknesses into your strengths.

Not every organisation has a discerning team of data scientists ready to write analytical algorithms – and that’s okay. But identifying the areas where you temporarily fall short, and rectifying it to ensure that you don’t permanently fall behind, is key to unleashing the full capabilities of your investment.

How to turn weakness into strength?

Look at your objectives, subtract your team’s skills, and what’s left are the added services you require.

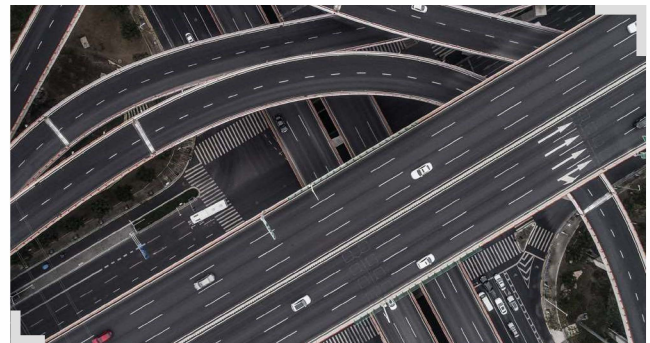
Consider finding the answers to these questions to take your experience with data to the next level.

- Where are you on your data maturity journey – complete beginner or existing customer?
- What sort of capabilities do you have in-house – data management, analytics, GIS expertise?
- Do you need support capturing, validating, cleansing or analysing your address data?
- Do you require specialist data consultancy?
- Is the data needed for a niche industry?

Need help gathering the right responses? We’ve got you covered – here’s a helping hand.

What you need to do

Speak to your team candidly about their data capture, validation, cleansing and analysis needs. Look at your objectives, subtract your team’s skills, and what’s left are the added services you require.

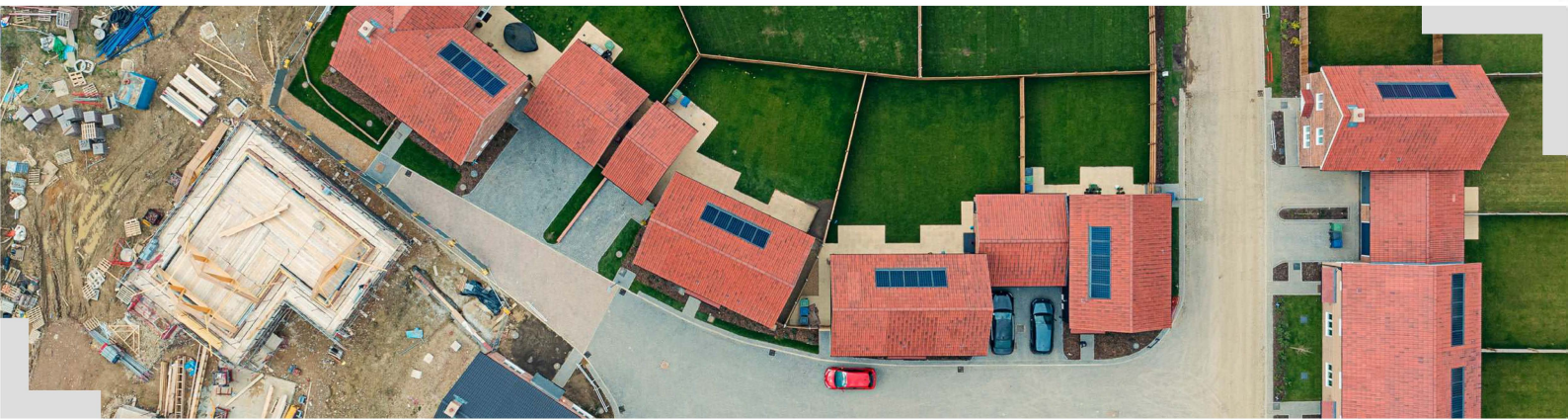


Path to success: choosing data from a provider may mean you have to spend further time and money searching for added services, purchasing from an approved services provider partner can save on both.



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CASE STUDY

How OS data from Hopewiser helped drive sustainable growth by enriching customer records.

The challenge

A long standing Financial Services client processing large quantities of personal information wanted to utilise Hopewiser's Ordnance Survey data file to enrich their existing records. They required up-to-date address and property information in order to maintain relationships with customers and aid business decisions based on an accurate database.

The solution

Hopewiser enhanced the data by including the OS UPRN in addition to grid referencing and EPC (Energy Performance Certificates) data. EPC data was provided as an extra source of information which included a summary of the energy efficiency of buildings in certain postal areas.

Hopewiser also supplied the firm with data cleansing and verification services in addition to an AddressBase Premium dataset. Using the UPRN as a consistent identifier they could link to other data sources. Thereby accessing data containing a variety of information relating to an address at different stages of its development.

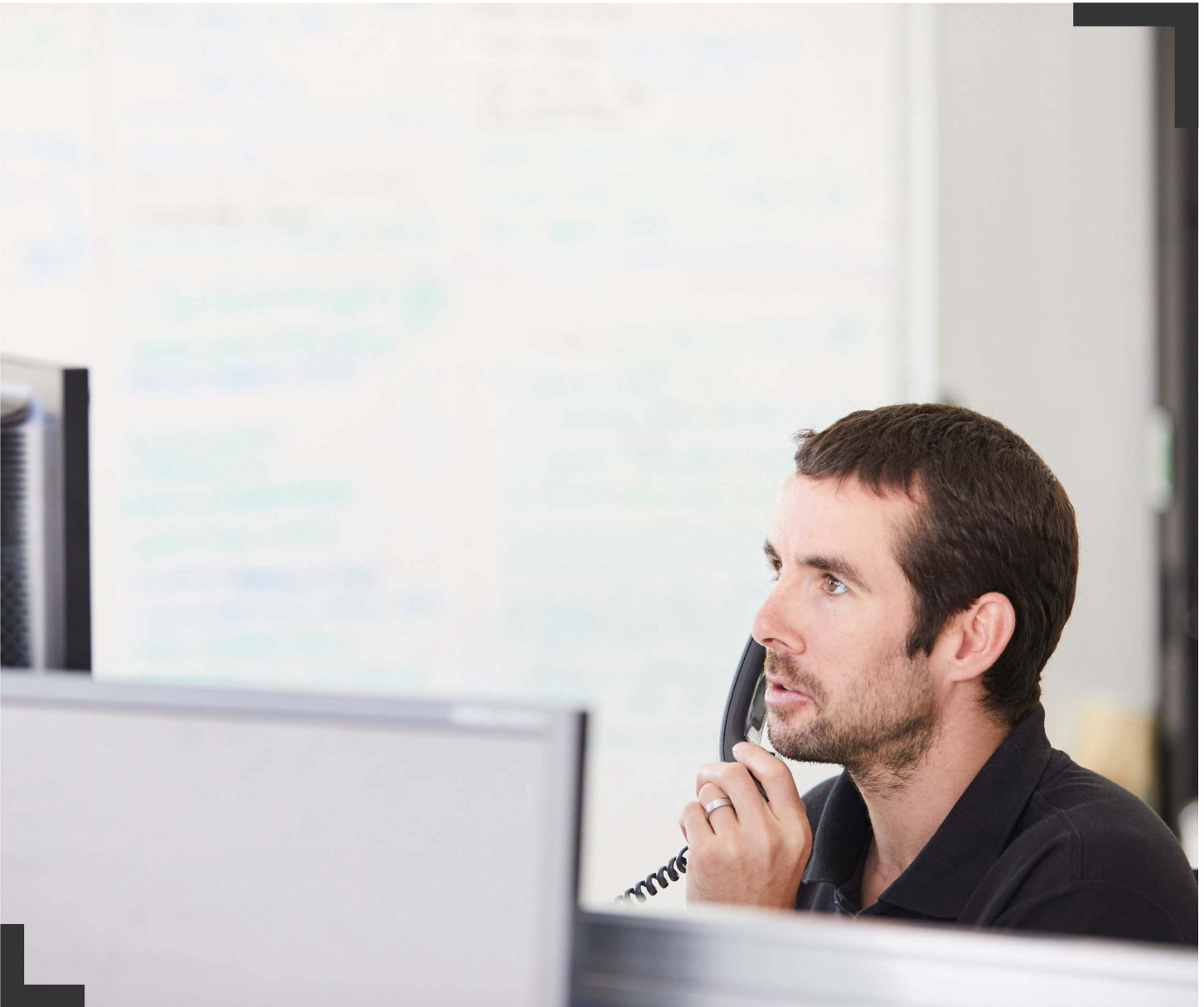
This enabled the organisation to highlight patterns within their data and improve the management of their addresses.

The result

Thanks to Hopewiser and Ordnance Survey the organisation was able to access enhanced information about the many areas they provide their service to and the properties within it. The data was seamlessly integrated into their planning and management processes, saving them time and reducing costs.

By linking the UPRN to EPC data, the organisation could check the energy performance of various properties which in turn impacted their decisions when looking to drive sustainable growth for their clients. Plus, they greatly improved their planning processes and were able to model forecasts for certain areas, identify trends and come up with cost effective solutions.

AddressBase Premium data uncovered information about addresses throughout the property lifecycle and enabled them to visualise certain areas, allowing them to use accurate information and insights to meet the needs of their clients.



Ready for better lending decisions?

Discover your addressing superpower.

Talk to us about how Hopewiser can help you satisfy your data needs on 0161 924 2800 or by emailing enquiries@hopewiser.com