



# No Return to Sender

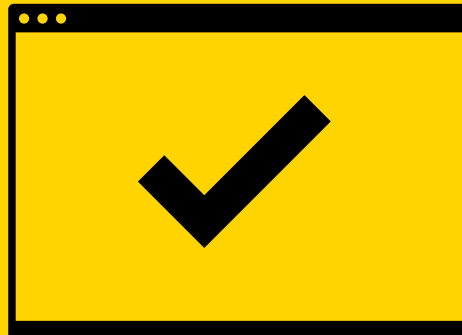
Why retailers need to worry  
about valid contact records



**This is the  
story of a  
sale...**



**Once upon a time a  
prospect wandered  
onto a website.**



**But this wasn't just any website.  
This was *your* website.**

The prospect browsed through your products and liked what she saw. As she browsed your products, she thought to herself, "you know what? These guys are alright..."

"...and I just have to have these cute blue shoes."



So she added the blue shoes to her cart, clicked on the checkout button, entered her personal information, and hit:



**SUBMIT**

**And that's  
when this  
turned into  
a horror  
story.**

Because as soon as she hit 'submit,' her data zoomed through your system unchecked and unimpeded — even though her address was a garbled mess.

Address\*

2100 Seepotr Bulevrad



City\*

Redwood City



State\*

94063



Postal Code\*



Country\*

USA



Phone\*

650-380-7000



Email\*

shopper@email.com




**SUBMIT**

How often does this really happen? You'd be amazed.

Read '[Undelivered](#)' to find out more.





So now your fulfillment center  
and your delivery partners are  
preparing to ship an order to  
an address that doesn't exist.



AUGUST						
			X	X	X	X
X	X	X	X	X	X	X
X	X	X	X	?		
19	20	21	22	23	24	25
26	27	27	28	29	30	31

Which means that one week after her blue shoes were supposed to arrive, your prospect is sitting at home thinking to herself,



**“You know what? I paid for those shoes! Where are they? What are these guys doing?”**


**Meanwhile,** your delivery partners have given up. Dialing the customer's phone got them to someone's fax machine. They had to send her package back to your returns department with a big sticker on it marked



But here's the thing –  
**your prospect may  
never "return to sender."**

**Instead,** she's likely to tell anyone who'll listen how frustrated she is with you.






Especially since she's now forced to spend time on the phone with your customer service agents. A call that she had to initiate because you didn't verify her phone number.

And all they can do is the same thing your returns department can do.

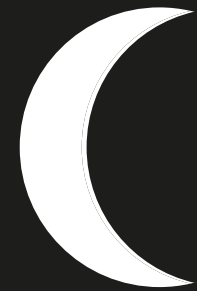




Which is wonder why they  
have to deal with the **same  
problem so often.**



While the people who manage them – people like you – don't even know **how often** they have to deal with this problem.



# Now that's scary.

But then again, we did say this was a horror story\*.

\*If you're too terrified to read on, there's a happier story [here](#).

So what if you took things  
into your own hands?  
**What if you wrote a twist  
into this terrible tale?**

# What if you **verified** the quality of your contact information?

Address\*

2100 Seepotr Bulevrad



City\*

Red Woodcity



State\*



Postal Code\*



Country\*

USA



Phone\*

+1-650-385-6000



Email\*

shopper2@email.com



SUBMIT

# What if you **verified** the quality of your contact information?

Address\*

2100 Seaport Boulevard



City\*

Redwood City



State\*

CA



Postal Code\*

94063



Country\*

USA



Phone\*

+1-650-385-6000



Email\*

shopper2@email.com



**SUBMIT**

You'd be starting your fulfillment process with the information your delivery partners need to actually fulfill the promise you made when you took your customer's money.





Which means they wouldn't have to spend unnecessary time failing with re-delivery after return after re-delivery. They could even plan their routes more efficiently and cost you less.





While your customer service agents and returns departments wouldn't be putting out the same fires over and over again.



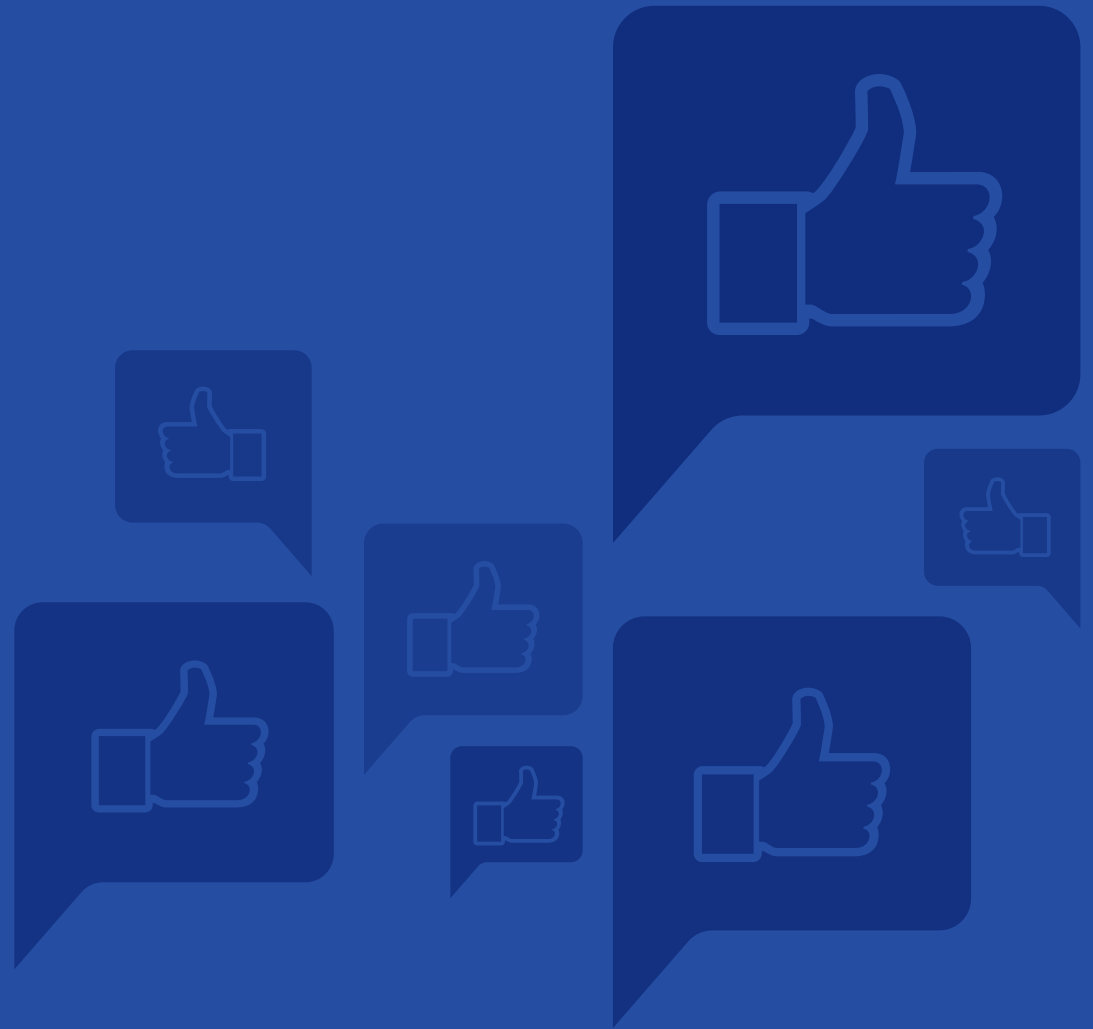
And the prospect at the start of our story would no longer be a prospect – she'd be a customer. With cute blue shoes.





**The kind of customer who'd be  
happy to come back to **your** site.**


And tell anyone who'd care to listen what a great experience she had.





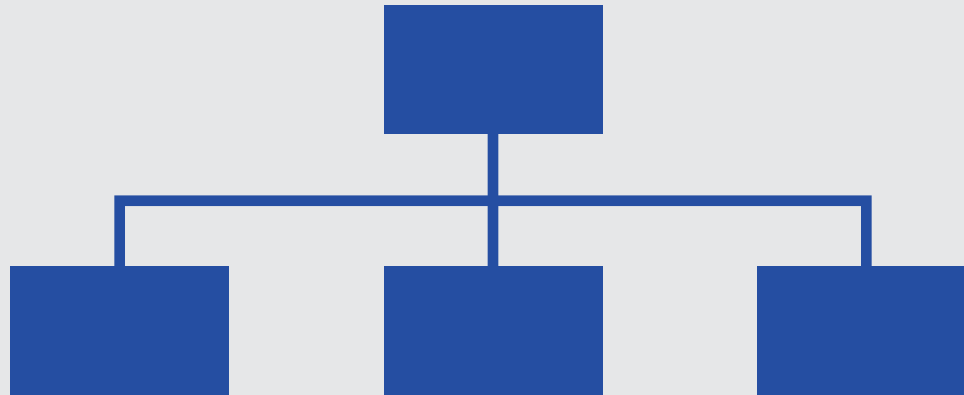
S

o here's the moral  
of this winding story:  
before the big bad wolf  
of incorrect contact data  
ever has a chance to  
pollute your processes  
and ruin your customer  
relationships, you need  
to improve the quality  
of your data.

A detailed, close-up photograph of a mechanical watch movement, showing various gears, levers, and screws. The image is in a monochromatic blue-grey color scheme. A semi-transparent white rectangular box is overlaid in the center, containing text.

Because – make no mistake – this  
has everything to do with quality.

The **quality of the processes**  
that rely on that data.



The **quality of your relationship** with each and every prospect – no matter what country she lives in, no matter how small her order.





This is about the  
**quality of your brand.**



# Which leaves you with a choice:

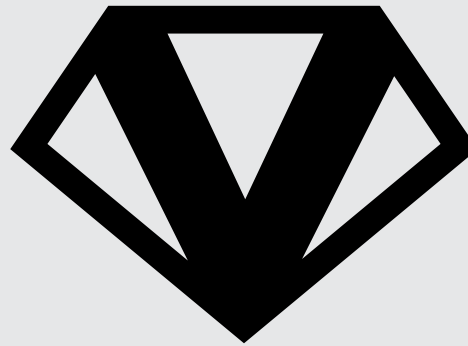
You're either the kind of brand that cares about getting the address of **every single customer right**

or the kind of brand that doesn't mind secretly losing customers.

You're either the  
**hero of this story,**



**or the villain**



**Go on, be the hero.**

The end.

# Further reading

Worried about the integrity of your retail operation? You probably should be.



Read 'Three Reasons Retailers Need Valid Contact Records' to find out everything you need to know about plugging the holes in your bottom line.