

Phone Validation

Quickly capture, standardise, validate and maintain accurate phone numbers for your customers and prospects

With over 5 billion mobile phone users worldwide today, it has never been more important to have accurate phone data for your customers and prospects. A valid and correctly formatted phone number enables streamlined customer onboarding as well as effective delivery of marketing and service communications.

Experian Phone Validation is the fast, secure and accurate way to validate phone number from 250 countries and territories in real-time at the point of data entry. Our solution standardises the format, adds international dialling codes and undertakes through checks with telecommunication providers. These checks confirm if the number exists, is active and contactable and also return valuable intelligence, such as the line type, network provider, country of origin, country code, disposable status, and ported date and status.

Features and coverage

- Landline, mobile, VoIP, toll-free number identification for compliance
- Coverage of 1500+ telecommunication providers in 250 countries and territories
- Checks for number syntax, existence, network provider, porting status and reachability
- Simple and actionable validation response codes
- Flexible deployment methods to suit any environment
- Phone Append service that returns the phone number associated with the user's name and address**
- Reverse Phone Append service that returns the user's name and address associated with the number**
- User portal to manage usage and tokens
- Purchase on a volume or annual enterprise basis
- 24/7 customer support globally
- 99.99% service uptime

*Landline only available in selected countries

**Phone Append services only available in North America.

How it works

There are two ways to use the service:

Real-time and bulk validation

Capture, standardise and validate phone numbers in real-time at the point of data entry or in bulk. Whether you choose to integrate into your website, at a point of sale, or in a call centre or CRM system, our API integrates seamlessly to protect your data quality without disrupting the user experience.

Service cleanse

Validate your phone lists on an ad-hoc basis depending on your need by submitting your data via a secure FTP site to Experian's Professional Services team. We will process your file and provide a summary of the overall health of your phone data as well as removing fake, incorrect or dead numbers from your lists.

Benefits



Improve telemarketing and SMS marketing

Boost your SMS, location based and telemarketing campaigns and reduce wasted spend by ensuring calls and texts are only sent to valid phone numbers.



Enhance customer service

With valid phone numbers, you can provide a faster and more secure onboarding process, keep customers updated as part of their user journey, avoid delivery or appointment issues.



Reach your customers

Valid phone numbers enable you to communicate effectively with your customers at every stage of the sales cycle and ensure important messages reach the intended recipients.



Reduce fraud risk

Protect your organisation by only capturing valid phone numbers and accessing valuable number intelligence for prospects and customers to help identify suspicious users .

The screenshot shows the 'Edit Contact' form with the following details:

- Last Name:** Harris
- Title:** Data Manager
- * Account ID:** Collesel Inc.
- Business Phone:** +1 7035722700 (Validated)
- Mobile Phone:** +1 2064533882 (Validated)
- VERIFIED:** Number format validated and number verified. Phone type: Landline. Validated phone number: 12064533882. Formatted phone number: (206) 453-3882. Validated by Experian on Wednesday, 13 May 20, 15:46.

- Validation response displayed on an internal application

The screenshot shows the 'Edit Contact' form with the following details:

- Name:** Natalie Jones
- Salutation:** Mrs.
- First Name:** Rebecca
- * Last Name:** Harris
- * Account ID:** Collesel Inc.
- Title:** Data Manager
- Business Phone:** +1 7035722700 (Validated)
- Mobile Phone:** +1 206453387547 (Error: The country code and value do not form an internationally recognised phone number.)
- Email:** rebecca.harris@gmail.com (Validated)
- Reports To ID:** Search Contacts...

- The solution flags incorrect country codes