

## SHARIS

### Correct Delivery Addresses from Beginning



**SHARIS**  
business logic

#### The Challenge

The e-commerce company SHARIS runs online shops for different clients, including Deutsche Telekom and T-Systems. It takes over running its customers' shop operations and accompanies end customers from their first purchase to their next as satisfied,

returning customers. "Differently structured online order forms often cause inaccurate capturing of customer data," explains Arnaud Becuwe, managing director at SHARIS. "Delayed orders caused by incorrect delivery addresses create unnecessary costs and displease customers. Especially for shipments going abroad, consequential charges of wrong addresses are high."

#### The Solution

##### AddressDoctor Interactive Web Services

In 2004, SHARIS first integrated AddressDoctor's Interactive Web Services into their clients' online shops. Address validation during the registration ensures correct delivery and billing addresses from the beginning. In addition, the address authentication is a method of fraud prevention. "We decided to use AddressDoctor because of the global country coverage as well as the easy implementation," says Becuwe. "Up to 100,000 customers per year register in the online shops of our customers. Thanks to the address verification, the number of undeliverable shipments has decreased significantly. This has had a positive impact on the logistics costs and customer satisfaction."

#### Customer Benefits

- | Correct customer data from the beginning
- | Global country coverage
- | Easy implementation through a simple SOAP API
- | Fraud prevention
- | Free monthly update of reference database

#### Quick Facts

- | AddressDoctor Product: Interactive Web Services
- | Easy and fast implementation
- | Address correction in real time
- | Secure SSL transmission



"SHARIS expects precision, high performance, and reliability on all levels of an e-commerce project. In this regard, we can completely count on AddressDoctor. For current as well as for future projects, AddressDoctor's global country coverage is an essential feature for our portfolio."

#### Arnaud BECUWE

Managing Director at SHARIS

#### About SHARIS

As an e-commerce service provider, SHARIS GmbH has been designing and managing online distribution channels for businesses since 1997. SHARIS is responsible for online shop operations and the complete handling of e-commerce processes, including catalogue updating, customer consulting, making payments, and managing debtors. For more information, visit [www.sharis.de](http://www.sharis.de)

#### AddressDoctor is also used by these leading companies (excerpt)

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