



# Alagasco's Address Database Validation

Blū Paper

# Alagasco's (An Energen Company) Address Database Validation



"Reflex Blu's methodology saved us an enormous amount of time and effort by eliminating invalid addresses and non-existing structures from our database. We can now move forward in developing specific product and service offerings tailored to 'win back' as many of these former customers as possible."

Jim Rutland; Alagasco,  
Manager Market Research.



## THE BUSINESS CHALLENGE:

Alagasco, a regional Natural Gas provider, with 400,000+ customers has identified approximately 100,000 inactive addresses; within their customer database. These inactive addresses represent past customer relationships and indicate existing gas facilities at the physical address. Discovering which of these addresses are currently indwelt brings forth a high ROI targeting opportunity, as there will be no additional infrastructure build out required to service these addresses. The challenge is trying to gain insight as to if there exists an inhabited building on each specific address that would indicate new opportunity for Alagasco. To solve this puzzle, they engaged Reflex Blu to determine which addresses are active and valid targets. Reflex Blu has developed a systematic program to solve this problem through our seven questions one answer process ([www.7questions1answer.com](http://www.7questions1answer.com)).

## THE SOLUTION:

Reflex Blu used a proprietary method to successfully determine which non-active, addresses in Alagasco's customer base were dwellings that were occupied and could be targeted.



### THE PROCESS:

- > Step 1, Reflex Blu will identify if “indwelling activity” has occurred at any of the 100,000 addresses within the past six months.
  
  - > Step 2, once address validity has been determined; Reflex Blu will append the following data elements to the valid address file to gain deeper insight into the household for future marketing analysis.
    - Home Property Type Detail
    - Dwelling Type
    - Name Append
    - Estimated Household Income
- Homeowner/Renter Reflex Blu will provide the following deliverables:
- Valid Address Database Creation
  - Valid address appends where available
  - Invalid Address Database Creation

### THE RESULTS:

Alagasco was able to identify 73,930 active addresses for future targeting and eliminate 33,622.

Reflex Blu is where the art and science of influencing behavior lives. We use our 7 questions, 1 answer methodology to discover profitable solutions that puts money on our clients’ bottom line. If you sense that the questions are puzzling you, give us a call and we will help you unpack the answers!