



“Everybody loves our hand-dipped strawberries - nobody likes a bad address.”

- Kevin Beresford
CEO, Shari's Berries



Shari's Berries Expedites Deliveries with Address Verification Tool

Company

Shari's Berries

Industry

Niche Cataloger

Challenge

Shari's Berries is famous for its succulent, plump, chocolate covered strawberries. But for this specialty niche cataloger, the sweetness of success comes with a challenge. Shari's Berries' uses expedited delivery and patented packaging to ensure its strawberries and other perishable goods stay cool and arrive fresh and delicious. But even with its painstaking efforts – if the shipment is delayed due to an incorrect address – the result can mean spoiled produce and melted chocolate – and quite possibly, a lost customer. “Everybody loves our hand-dipped strawberries - nobody likes a bad address.” said Kevin Beresford, Shari's Berries CEO.

Even worse, the product could be returned to the retailer, costing the company thousands in lost revenue every year. Beresford estimates that each returned package costs the retailer an additional \$25 in carrier fees and handling. That's why it's critical for the company to have clean, updated, accurate address data to ensure efficient delivery of its consumable products.

When chocolate covered strawberries reach their peak demand, usually in the days leading up to Valentine's Day – orders on Shari's Berries' website, Berries.com – jump over 1000%. With an average day's worth of orders being placed in less than an hour during these periods, it was absolutely necessary for Shari's Berries to implement a fast address verification solution that would integrate seamlessly with their existing web framework - and verify addresses at the point-of-entry to maximize their holiday success.

About Shari's Berries

Shari's Berries originated in 1989 as a retail and local delivery business in the Sacramento area with a purpose to create the world's greatest gourmet dipped strawberries. Since that time, Shari's Berries has dipped over 10 million berries and shipped to over one million locations. Created from only the finest ingredients and most succulent berries available, these luscious treats have earned the title of “The Unforgettable Gift”.

22382 Avenida Empresa
Rancho Santa Margarita
California 92688

1-800-MELISSA
F 949-589-5211
P 949-858-3000

www.MelissaData.com



Solution

Melissa Data's Data Quality Suite – a set of programming tools that verifies and corrects contact data – including postal addresses, phone numbers and email addresses.

Benefits

- » Catches data-input errors
- » Standardizes data for faster processing
- » Verifies and updates address data for more efficient deliveries
- » Integrates easily into existing Web framework

Results

Shari's Berries implemented Melissa Data's Data Quality Suite into their daily operations. The company mainly uses the Data Quality Suite to verify customers' addresses at the point-of-entry. When a customer orders products on Shari's Berries site, they are asked to enter their contact information or their recipient's address – so that the retailer knows where to deliver the gift. If the customer types an incorrect address, the Data Quality Suite will inform the user that the delivery address entered is not a valid address. The company's custom programming then encourages the user to re-type the information. But if the customer insists the address he or she gave is correct, the address verification process is bypassed.

Since the retailer started using the Data Quality Suite – the error rate of packages not arriving at their intended destination is below 1 percent. "I can't imagine not using your products," Beresford noted.

And earlier this year, Shari's Berries took the Data Quality Suite to a whole new level. In the past, the company's customer service representatives placed phone orders onto their back-end system. But that took up a lot of time, as reps had to call and re-verify addresses. Now, customer service reps plug in phone orders through the retailer's Web site, so that all addresses can be validated and standardized quickly and easily with the Data Quality Suite.

"Our customer service reps plug in phone orders straight to our Web site to take advantage of the address verification solution," Beresford explained.

About Melissa Data

Melissa Data is a leading provider of data quality and mailing solutions. Melissa Data helps companies acquire and retain customers, validate and enhance data, improve marketing ROI and save money on postage and mail processing. Since 1985, Melissa Data has helped companies like Mercury Insurance, Xerox, Disney, AAA, and Nestle improve customer communications.

22382 Avenida Empresa
Rancho Santa Margarita
California 92688

1-800-MELISSA
F 949-589-5211
P 949-858-3000

www.MelissaData.com