



Company name

CTI Soluciones

Contact person

Elisenda Royo/ Jordi de la Asunción

Product or service

GEOCODE

Successful case description

GEOCODE is a solution for standardizing names and addresses, which ensures compliance with the official standards of a postal address. The goal of standardization is to standardize, update and validate the information of our customers.

With **GEOCODE** we can validate other personal data (email, DNI, telephone ...) and assign additional information such as geographic coordinates, census section, statistical information of the INE, cadastral information and typologies that allow us to make clusters, analyse and profile the universe of consumers through 5 dimensions based on two key factors: people living on the building (sociodemographic, economic capacity, profession or employment status) and the **type of household** (characteristics of the residence where they live, the composition of the household or family).

What are the advantages of **GEOCODE**?

- Guarantee the quality of the information and homogenize the data entry, avoiding postal returns.
- Detect duplicates, by crossing information using different criteria.
- Identify market shares by comparing customers against potential market.
- Perform distance calculation processes to identify the closest points of sale or offices for every client.
- Know the profile of customers to offer the most appropriate products and offers.

Link

<https://www.ctisoluciones.com/geocode-normalizacion-de-datos>