CASE STUDY

Utility data quality at scale

Why address verification matters

Challenge

A utility-focused organization needed a dependable way to validate and normalize customer-submitted addresses, so rebate eligibility checks wouldn't fail.

Solution

They implemented Smarty's CASS-certified US Address Verification and applied it across customer-facing address entry, address updates, and batch utility file processing.

Results

Customer-to-utility account matching is improved, rebate eligibility failures are reduced, and address data is standardized across systems over roughly 114 million annual address validations.

PRODUCTS USED

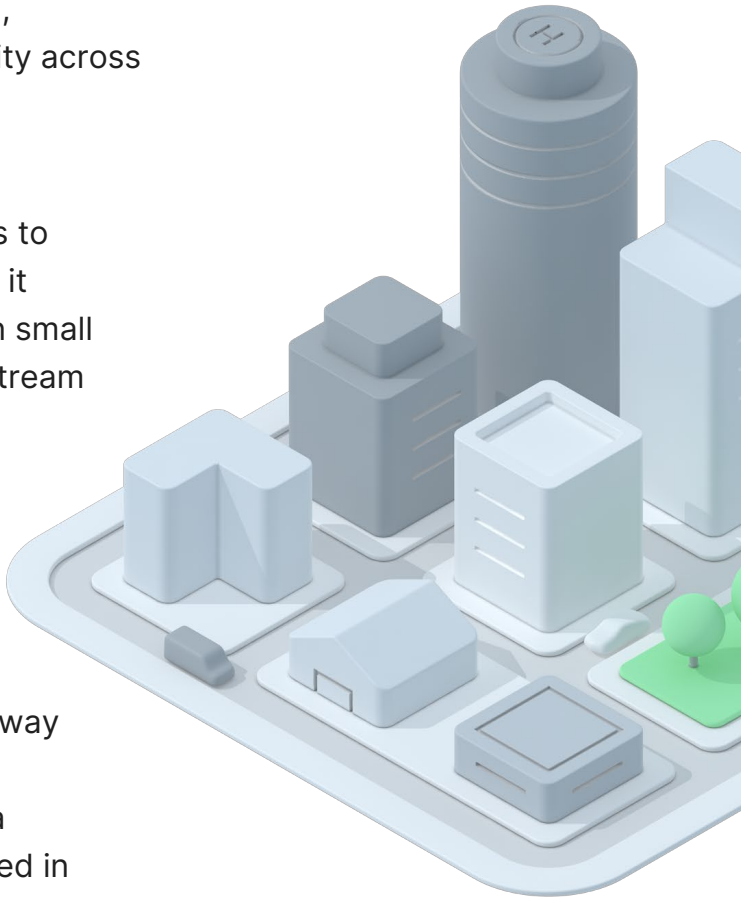
US Address Verification

smarty

The client: A utility-focused company

This client is a utility-focused organization that manages large-scale energy-efficiency marketplaces. Its platform supports both customer-submitted addresses on the front end and utility customer flat files on the back end, underscoring the need for strong utility data quality across systems.

Their work depends on accurately matching customer-provided data to utility account records to evaluate customers for rebate eligibility. Because it operates across millions of address records, even small inconsistencies can affect matching logic, downstream workflows, and the customer experience.



The challenge: Address mismatches and utility data quality issues

Before Smarty, the organization lacked a reliable way to consistently validate and normalize addresses across their workflows. Customer-submitted data often arrived incomplete, inconsistent, or formatted in unexpected ways.

At the same time, utility customer flat files also contained formatting discrepancies that made accurate matching even more difficult.

“We needed a reliable way to validate and normalize customer addresses submitted through our energy efficiency marketplaces, as well as addresses in utility customer flat files used for rebate eligibility verification,” said one member of the utility company’s team.

These address mismatches led to failed rebate eligibility checks, weaker customer data matching, and

operational friction for both support and engineering teams.

The organization evaluated alternatives, but the options they identified either lacked CASS certification or became too expensive at the volume they required to be successful. As a result, utility data quality issues continued to impact operations and customer experience.

Smarty handles address normalization across millions of utility customer records and every address entered on our marketplace, it's core infrastructure for our rebate eligibility workflow.

The solution: Scalable, CASS-certified address verification with Smarty

The organization selected Smarty because we offered CASS-certified US address validation at the scale required for this utility company's rebate eligibility workflows. That certification was especially important because the team needed to match customer-submitted addresses against utility account records with greater consistency and confidence.

The team integrated Smarty's US Address Verification API into their Incentive Service and configured match strategies for each utility partner. "Smarty handles address normalization across millions of utility customer records and every address entered on our marketplace," stated the company. "It's core infrastructure for our rebate eligibility workflow."

The solution was quickly deployed across customer-facing address entry, address updates, and batch imports of utility customer flat files.

By doing this, the organization hoped to create a single validation layer for the workflows that matter most to rebate qualification and customer-to-utility matching, and the results were realized almost instantly.

The results: Better customer-to-utility matching and fewer rebate failures

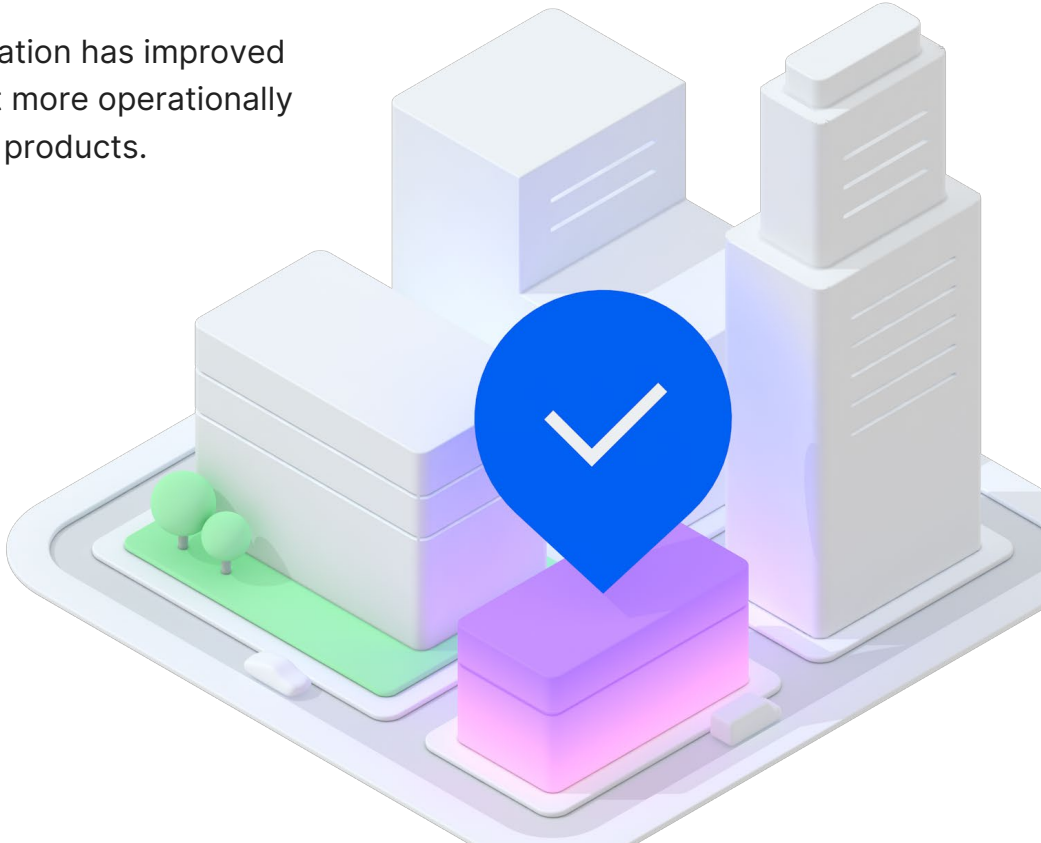
Today, the organization sees stronger customer-to-utility account match rates because addresses are standardized and normalized before matching occurs. It also reduces rebate eligibility failures caused by minor formatting differences that previously broke their matching logic.

Smarty now supports this company's large-scale validation environment that processes roughly 114 million lookups annually. That scale helps the organization maintain more reliable data matching across large datasets while simplifying internal architecture.

And, the positive impact reaches multiple teams.

Customer Care sees fewer support escalations related to address validation failures, and Engineering now has a single configurable integration for address validation across utility partners.

In practical terms, the organization has improved utility data quality and made it more operationally sustainable by using Smarty's products.



Why utilities address verification matters

This case shows why address verification in utility operations is so important. Rebate programs, customer onboarding, and data matching workflows all depend on clean, standardized address data.

Even small formatting inconsistencies can easily break eligibility checks or disconnect customer records from utility account data.

With stronger utility data quality, teams can reduce errors, improve the customer experience, and produce more reliable program outcomes.

They also benefit from dealing with fewer support issues, as this utility company does, and rely on more accurate datasets and simpler engineering workflows.

For organizations that depend on matching customer-provided addresses against external and authoritative reference datasets, utilities address verification should be more than a cleanup step.

It's foundational infrastructure.

The takeaway

Smarty helped this utility-focused organization improve data quality, enhance matching, and reduce rebate failures at scale. What could Smarty do for you?

Feel free to try our verification products live in our 42-day free trial.

Questions?

Learn more at Smarty.com

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