

Successful Geocoding with Custom Adapted Locator

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Address: Schweigaards gate 28
Postal: 0191
Postal area: OSLO

Content

- Geocoding
- Background
- Challenges
- Solutions
- Value for our customers

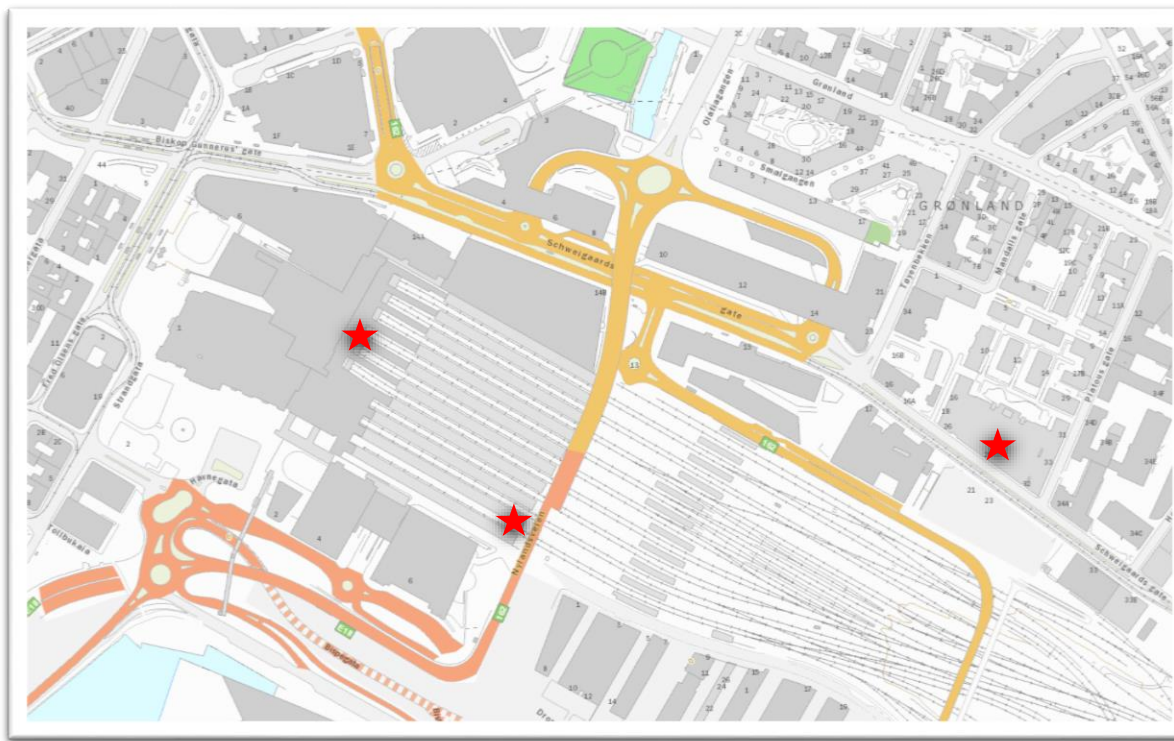
Successful
Geocoding with
Custom
Adapted
Locator



Geocoding in general

Successful
Geocoding with
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Locator

🔍 Oslo, Grønlands State 28, 0191 Oslo



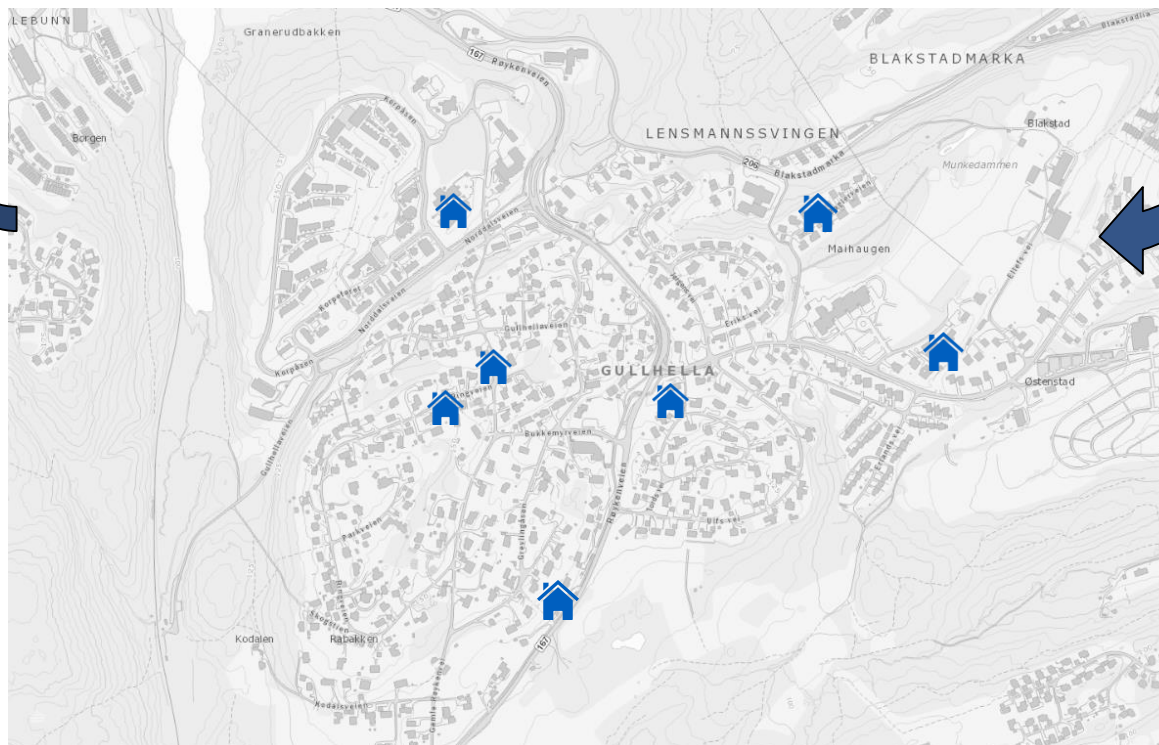
Description of a location



Geocoding in general

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	A	B	C	D	E
1	X	Y	Matched Address	Postal Code	Postal Area
2	244566,5417	6639434,411	Gamle Røykenvei 11	1386	Asker
3	245156,5637	6639410,598	Baglerveien 23	1386	Asker
4	245317,9598	6639206,869	Gudolf Blakstads vei 53	1386	Asker
5	244730,5837	6638825,868	Røykenveien 219	1386	Asker
6	244905,209	6639114,264	Tords vei 23	1386	Asker
7	244620,7814	6639189,671	Ringveien 3	1386	Asker
8	244529,4999	6639116,91	Ringveien 10 A	1386	Asker



Why **customize**?



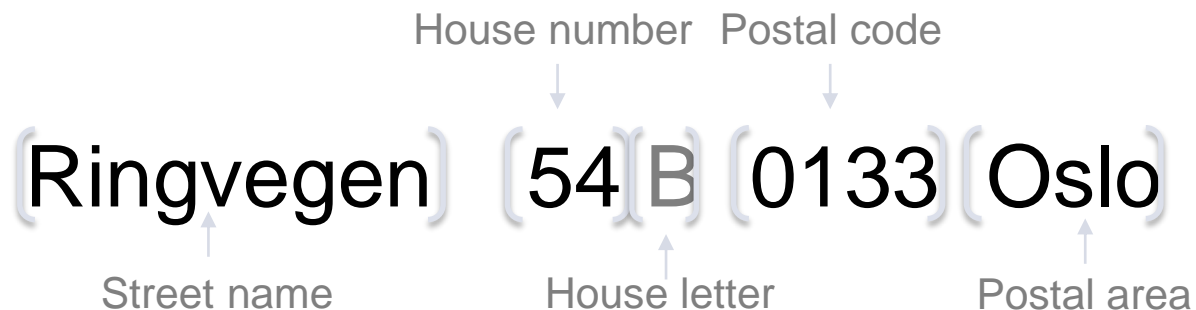
Customer scenario

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Norway address format

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Denmark

Degnetoftens 40 2765 Smørum

Sweeden

Torsgatan 10, 749 52 Grillby



Place Names

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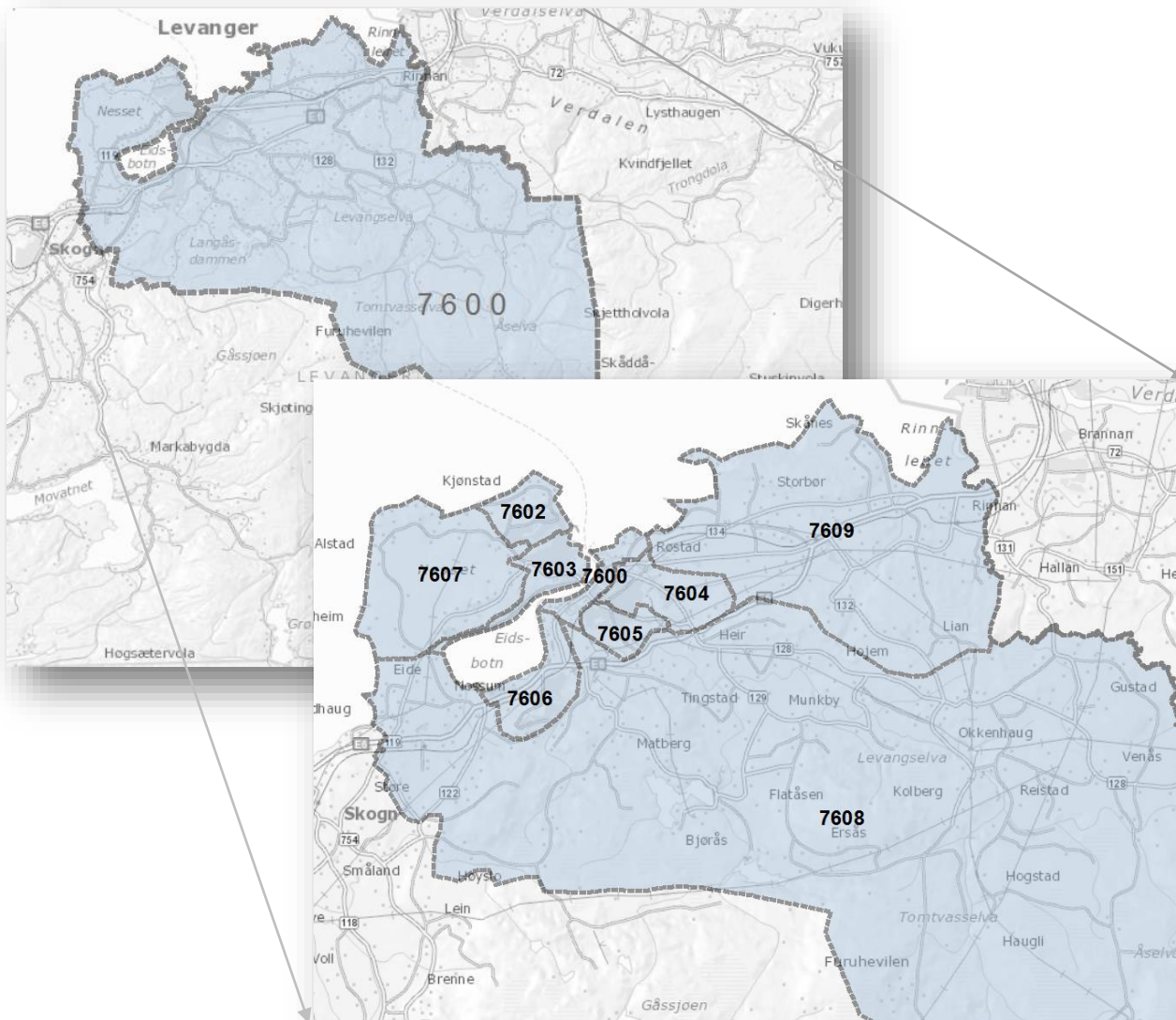
Løkka



Lykkja

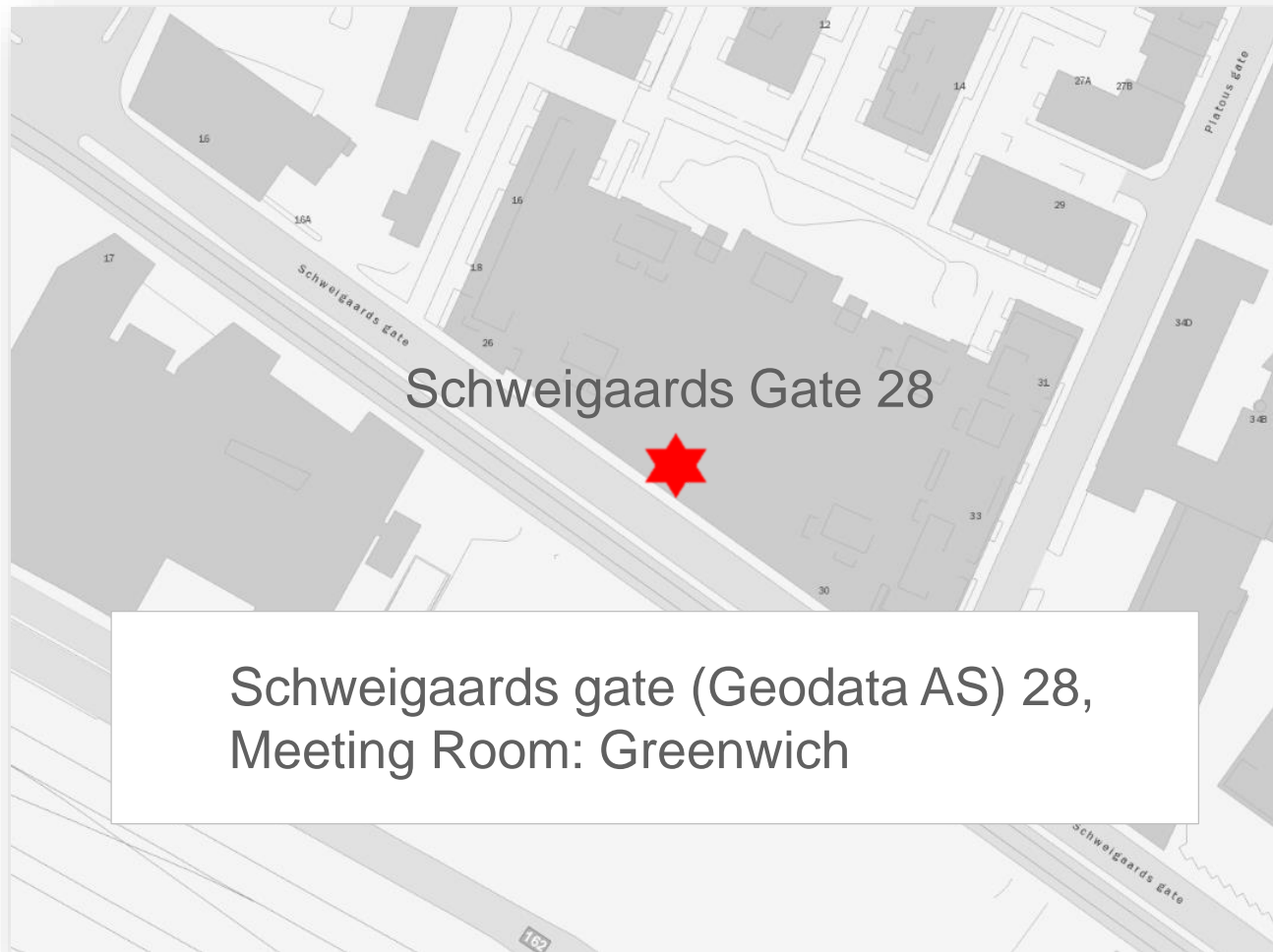
Postal Zones

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Irrelevant Address Information

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Cadastre

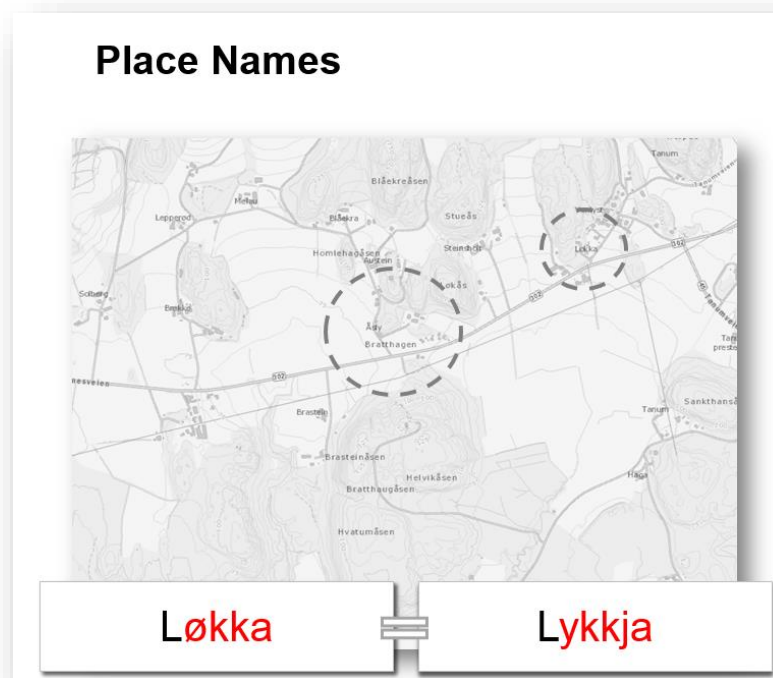
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What we customized

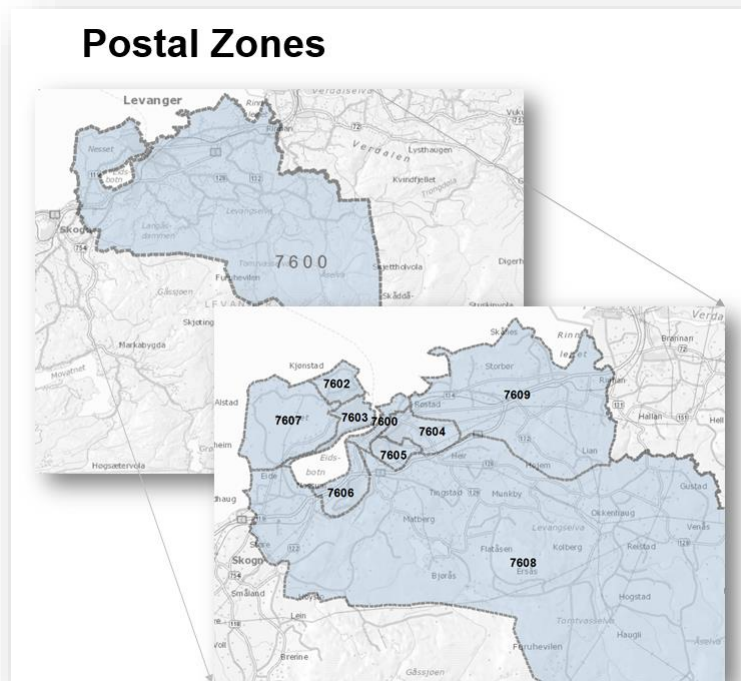
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- New spelling rules



What we customized

- Handling of incorrect postal codes, if postal area is correct



What we customized

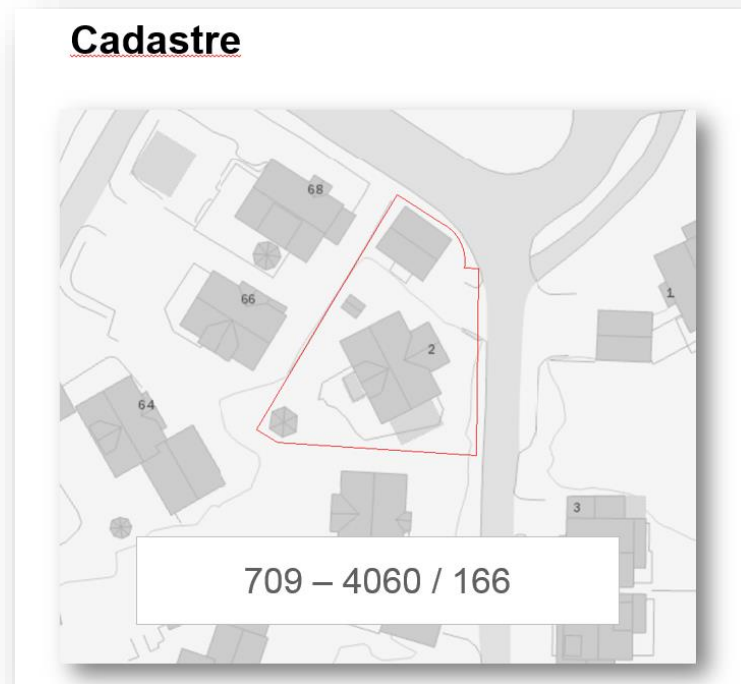
- Ignoring irrelevant address information such as describing locations and company names

Irrelevant Address Information



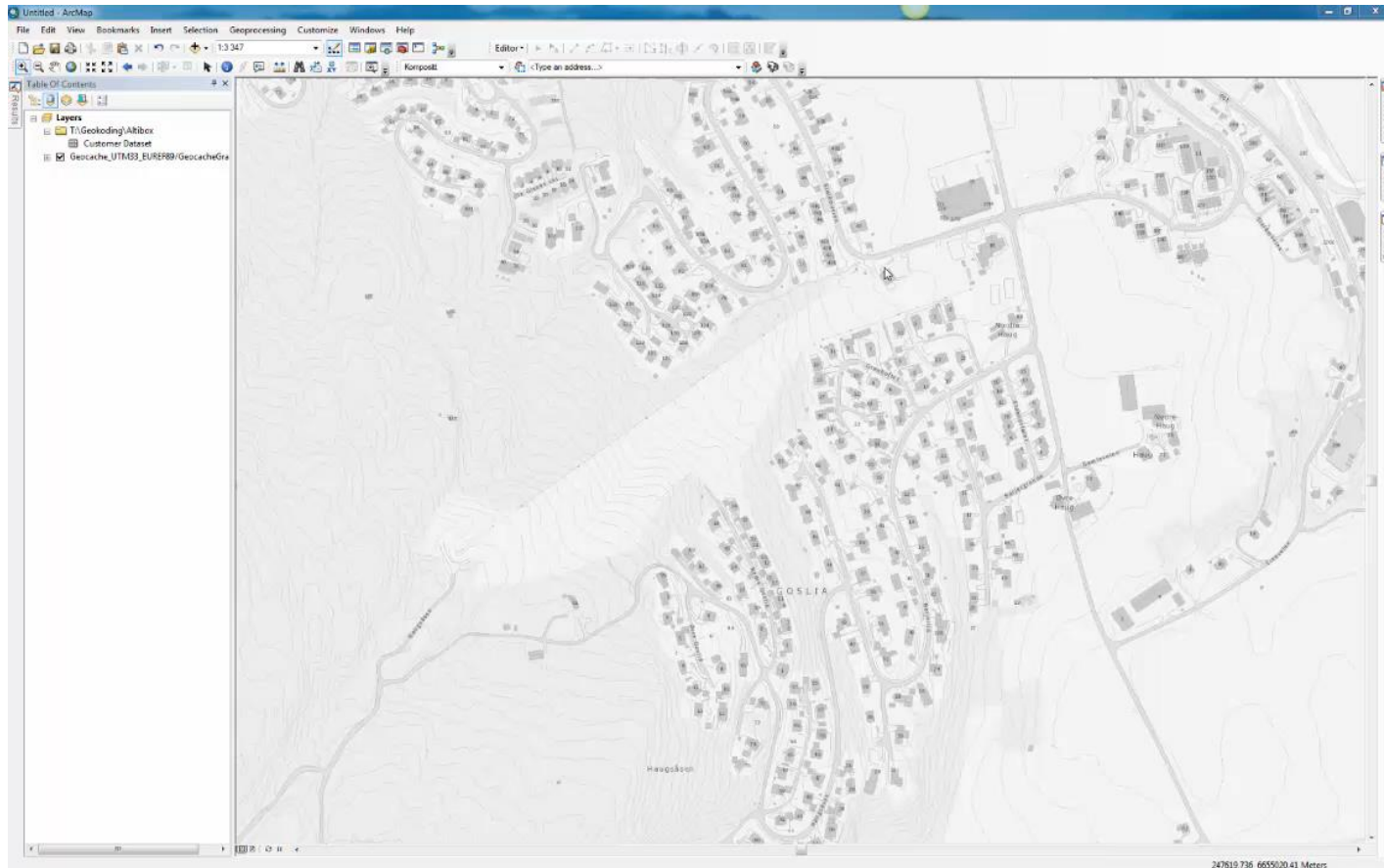
What we customized

- Created a new locator to geocode properties, schools, companies, doctors etc.



Placing customers on a map

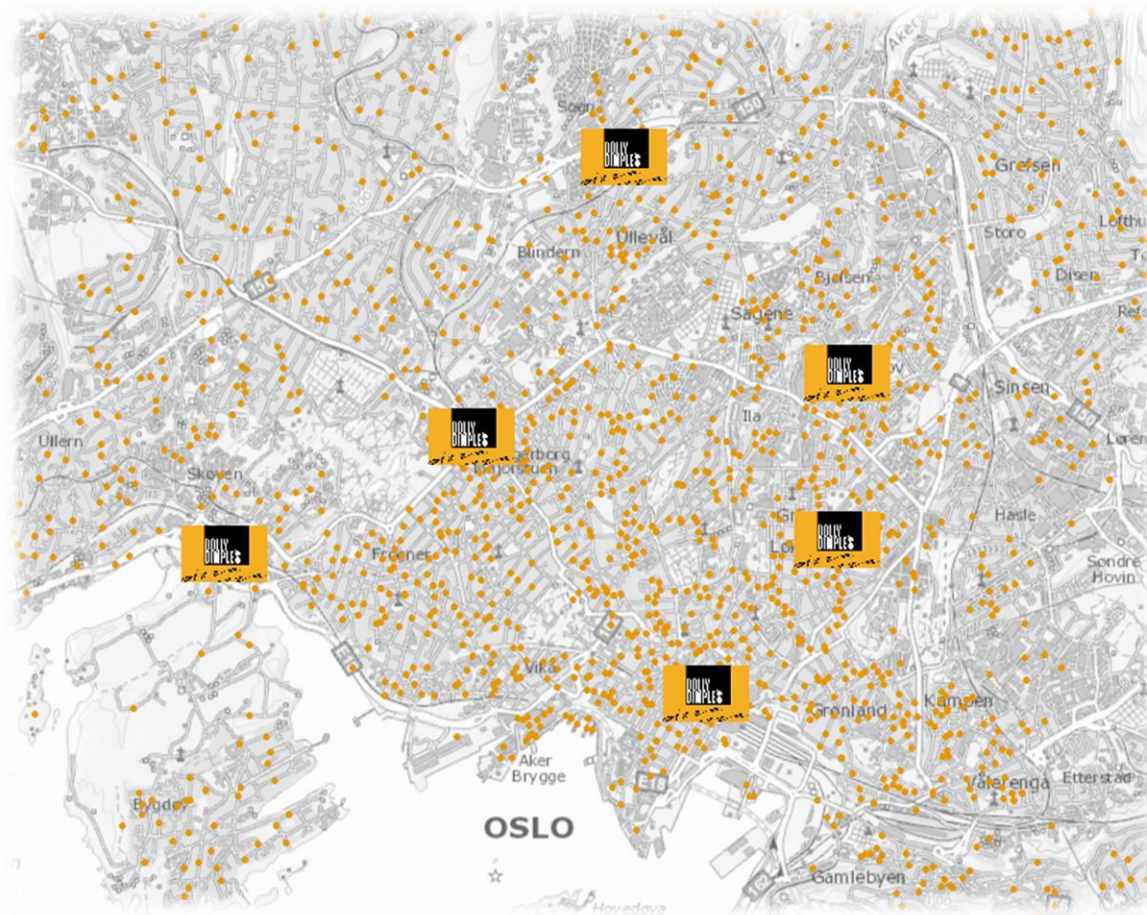
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Customer scenarios



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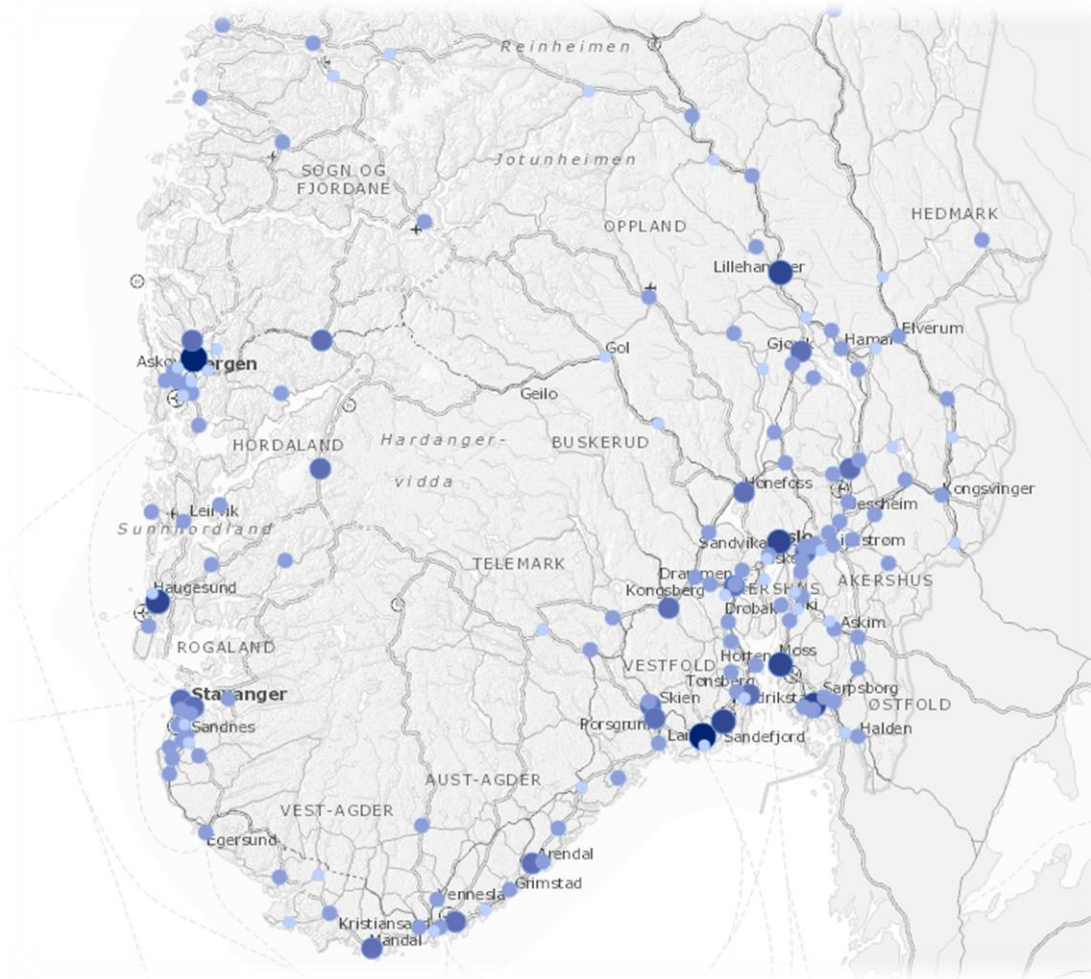




Customer scenarios

NorgesGruppen

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Value for our customers

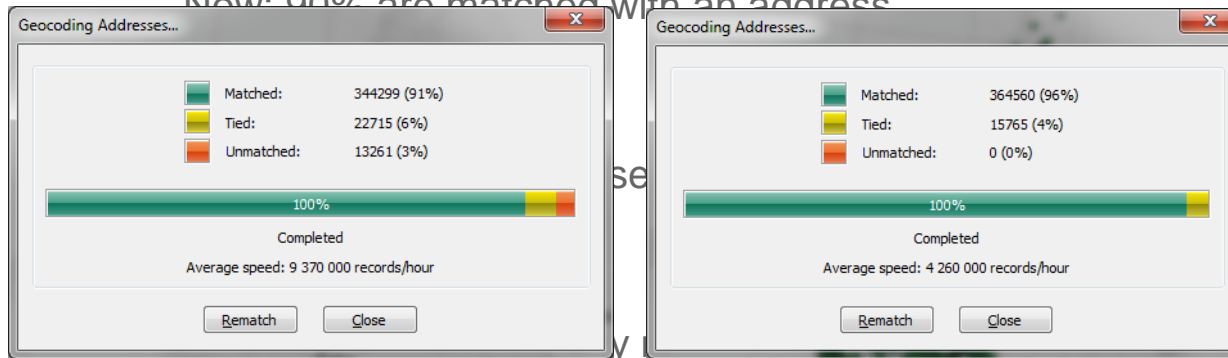
■ Total matched percentage

- Before: 96,5%
- Now: 100%

■ Better accuracy

- Before: 68% were matched with an address

Now: 99% are matched with an address

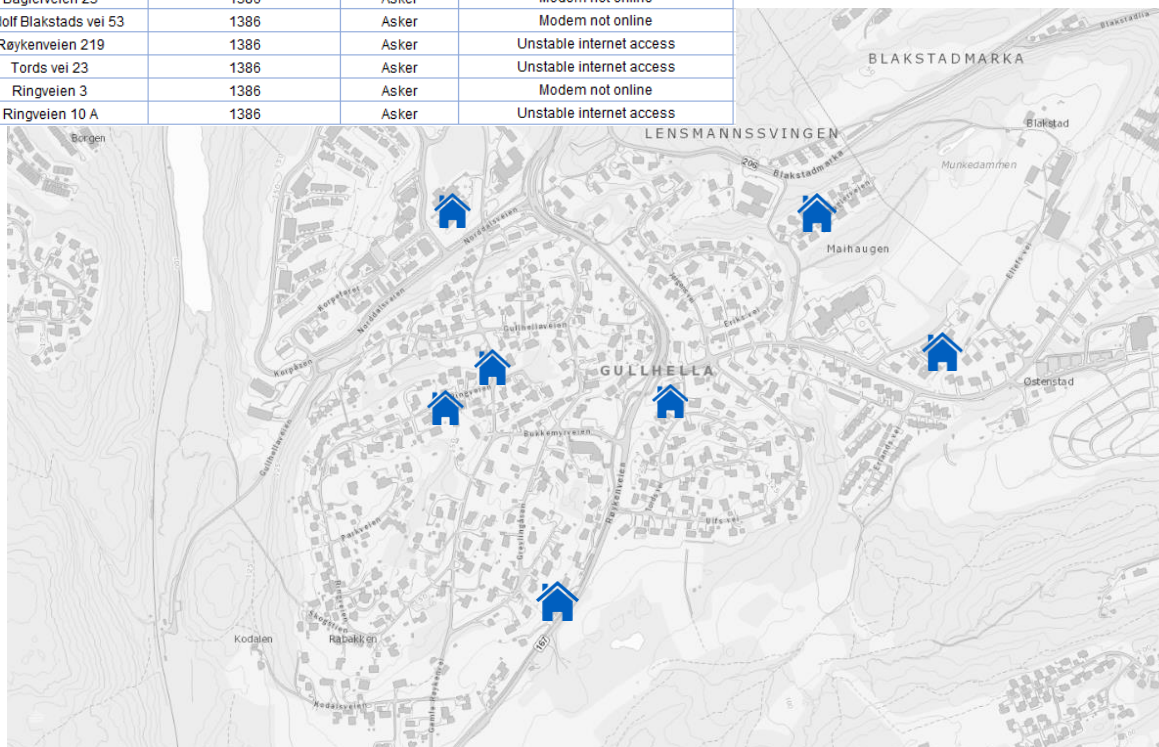


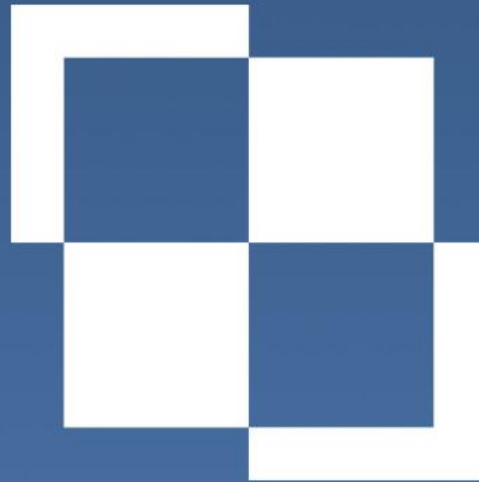
Value for us

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- Happier and more satisfied customers
- Less manual geocoding

	A	B	C	D
1	Address	Postal Code	Postal Area	Task Code
2	Gamle Røykenvei 11	1386	Asker	Modem not online
3	Baglerveien 23	1386	Asker	Modem not online
4	Gudolf Blakstads vei 53	1386	Asker	Modem not online
5	Røykenveien 219	1386	Asker	Unstable internet access
6	Tords vei 23	1386	Asker	Unstable internet access
7	Ringveien 3	1386	Asker	Modem not online
8	Ringveien 10 A	1386	Asker	Unstable internet access





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