



Patron Point News

For Immediate Release

Patron Point introduces Patron Point Verify™ Address verification solution streamlines registration and card renewal processes for public libraries.

Dublin, OH - February 5, 2020 - Patron Point today announced the launch of Patron Point Verify, its address verification solution for public libraries.

At many libraries, new library card applications allow customers to register for their library cards online, but they are typically not granted full access to the library services until they visit the library with proof of address. Where libraries have a membership card that expires, patrons with an expired card lose access to library services until they can get to a branch with proof of address and have their cards renewed. While this is important to ensure compliance with local library policy, it is a time-consuming process for library staff and simply inconvenient for customers.

Patron Point has now added a powerful address verification service to its popular marketing automation platform to create a flexible, end-to-end solution for public libraries. Patron Point Verify performs address verification allowing patrons to be automatically registered or renewed where their address is verified. This frees staff time needed for in-library verification to be used for other needs and, coupled with Patron Point's customized templates and automated workflows, the Library can send a series of welcome emails to new members and a series of reminders to customers to renew their membership, offering an enhanced customer experience of their choosing.

Ian Downie, Vice President, Growth at Patron Point commented, "We are delighted to bring a leading-edge solution to the public library market. Public libraries can now leverage the same technology as used by banks and other institutions to validate their patron addresses and transform their card signup and renewal process for everyone."

Membership organizations around the world use marketing automation solutions to handle registration and renewal for their members. Downie added, "We are excited to weave the address verification into our platform - giving a very powerful and complete solution for our library partners and an opportunity to save time, improve customer experience and importantly for libraries - increase customer retention rate and keep cardholder numbers high."

The solution has been developed and piloted over the past year and is being launched at the [PLA 2020 Conference](#) in Nashville, TN later this month.

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About Patron Point

Patron Point is the first of its kind patron relationship management system that delivers an enhanced level of library marketing capability. With Patron Point, libraries can produce personalized email and web communications that attract and more fully engage the patron. Libraries can benefit immediately from a foundation of Proven Programs™ or create their own workflows that are customized to their unique user communities and needs.

With Patron Point, a library can:

- Make its marketing more engaging and targeted;
- Drive collection use and program attendance;
- Deliver a more personalized digital patron experience; and
- Measure patron engagement across the full range of patron activities.

For more information on Patron Point, see our [website](#).

More information on Patron Point Verify is available [here](#).

Trademarks

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