

# Experian Data Quality for Oracle CRM On Demand

You've made a significant investment in your Oracle application and aligned systems and processes to function in the cloud. Yet, your Oracle CRM can only be as effective as the data it contains.

## Overview

Experian Data Quality is the market leading supplier of data quality tools for ERP and CRM software. Our solutions ensure that faulty addresses are corrected and standardised before entry into Oracle CRM On Demand. We can also help you to address historic data errors in your Oracle CRM.



Our solutions for Oracle CRM On Demand combines powerful analytics from the Experian Data Quality data search engines with the depth and quality of Experian's referential datasets to enhance contact records with detailed profiling. This functionality is seamlessly integrated into your Oracle CRM On Demand system to improve sales, marketing, customer loyalty and service effectiveness.

## Solution

### Increase ROI from your MS CRM investment

Investing in data quality from the outset will ensure you have the correct foundations for success. Accurate data will increase your ROI through improved decision making, and smoother process flows due to error reduction.

### Peace of mind

As a member of the Oracle partner network, the Experian Data Quality for Oracle CRM On Demand solution is tested and validated by Oracle. Customers therefore benefit from improved risk management and smoother upgrade capability, leading to a lower total cost of ownership and greater overall satisfaction.

### Inform decision making

Accurate data informs stronger decisions. By improving the quality of your data you will provide your organisation with a robust platform for reporting and analysis, both real-time and historical. You will benefit from more accurate business intelligence, which can be used

to guide the board when deciding business policy and strategy.

### Improve efficiencies

Address validation at the point of capture ensures that call centre employees, sales representatives, and other key stakeholders produce a complete and verified address faster and with fewer keystrokes. It also saves time for departments such as facilities and marketing who receive less returned shipments or mailings.

### Enhance marketing capabilities

With more accurate demographic information and global address coverage, marketers increase confidence in customer profiles. Greater confidence provides marketers with more actionable information and more realistically sized target pools. Address accuracy supports new regional segments for cross-sell and up-sell strategies.

### Ensure a single view

Establishing an accurate address for each contact is critical to customer management. Address accuracy allows organisations to more easily

identify duplicates and avoid split activity histories. This provides a clear and holistic view upon which all departments can act.

### Solution features

- Oracle software solution partner
- Fully managed service including 24/7 infrastructure support
- Front-end address validation and standardisation
- Seamless front-end integration into Oracle CRM On Demand
- Intuitive address validation engines
- Reference address data for AUS and over 200 international countries
- Geodemographic data appends available

### How does the solution work?

The solution enables customers to validate and quickly capture accurate contact data within Oracle CRM On Demand. The solution utilises a range of powerful analytic search engines to return an accurate address from minimal information, saving time and money.

The product search engines can also append international data and other enhancement data, such as MOSAIC or Grids data, provided by Experian. Furthermore, the configuration editor allows you to configure the solution according to your business requirements.

### Integration overview

Our solutions for Oracle CRM On Demand is hosted entirely by Experian Data Quality on their secure data centres in the UK and the US. After purchase, customers receive access to a secure on demand account which provides access to the underlying search engine functionality. The online web help entirely covers the necessary installation steps, configuration options and end user information for solution setup within the Oracle CRM On Demand environment.

After installation and configuration has been completed, the CRM user will have a Search button for each address on the Accounts, Contacts and Leads record types. This button will be available in the New and Edit screens, the Detail screens, the Quick Create screens and also for the child addresses.

On clicking the button, the configuration details are checked and a validation search performed on the existing address. If no address is currently held in the CRM system, or the existing address cannot be verified, then the user will be guided through the steps to find the correct information via the user-friendly interface provided. Once accepted, the required information is returned to Oracle CRM On Demand.

### Available datasets

Experian Data Quality leverages data from authoritative postal data sources, such as Australia Post's PAF file. Customers have access to over 200 country data sets. In addition to validating addresses,

clients have the ability to append relevant grid data, geo-demographic profiling information, business data and names data.

## About Experian Data Quality

Experian Data Quality has built up exceptional market coverage assisting customers with their unique data quality challenges. We provide a comprehensive toolkit for data quality projects combining our market leading software with a vast scope of reference data assets and services. Our mission is to put our customers in a position to make the right decisions from accurate and reliable data. The size and scope of data management projects varies considerably but the common factor in all ventures is unlocking operational efficiency and improving customer engagement. We see the potential of data. Whether it's in enabling ambulances to be sent to the exact location of an emergency or attributing charitable donations to the people who need it the most - data accuracy makes all the difference to service provision.