Experian Data Quality for Salesforce

Increase ROI on your Salesforce investment with better data quality

Your Salesforce CRM is the lifeblood of your organisation, capturing critical business data and converting information into valuable business insights. Maintaining the integrity and quality of the data captured within Salesforce is an on-going challenge and can impact the effectiveness of your CRM. Take a more strategic approach with the most comprehensive set of solutions available from the market leading supplier of data quality tools for CRMs. Experian Data Quality for Salesforce is a Cloud based solution that seamlessly integrates into your existing Salesforce application, capturing, validating and enhancing valuable address, email and mobile data. Combined this product improves sales efficiencies, enhances marketing capabilities, ensures a singular customer view, protects brand and cuts cost.

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Effective customer relationship management

Accurate contact data is a vital ingredient for effective customer relationship management. Without a complete address, email and mobile details customer follow up can become delayed and mismanaged.

Single customer view

Standardised contact data improves duplicate identification and helps avoid split activity histories, making database analysis more reliable. This provides a clear and holistic view upon which sales, marketing, and support personnel can act upon.

Enhance marketing capabilities

Gain greater insight and increase the value of your data by appending additional data sets against your current contacts. With more accurate regional address elements, marketers can enrich Salesforce data and improve marketing intelligence.

Cut operational costs

Avoid delays that impact sales, marketing and operational productivity and performance. Costs relate to rework, call centre volumes, mail returns and inefficiencies.

Ensure satisfaction and branding

Avoid the potential for a misdirected quote, a poorly formatted address label, or a meeting missed due to a bad address. Timely interactions maintain a professional image and encourage future interest.

Increase ROI from your Salesforce 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.

Solution features

- Validate address, email and mobile data at the point of entry

- Validate web-to-lead data as its submitted

- Clean and enhance bulk lists

- Reference data available for AUS and over 200 country data sets

- Enhance with additional geo-demographic data

- Integrates seamlessly into Salesforce

- Available for the Salesforce Sales and Service Cloud

How does the solution work?

At the front end

Experian Data Quality for Salesforce integrates easily into your existing Salesforce CRM environment and attempts to correct, validate and standardise each address, email and mobile number upon entry.

Address validation at the point of capture requires a minimal amount of information required for a full, complete address to be returned.

Email validation instantly detects format and syntax errors, verifies that a domain exists and can receive mail, and performs a variety of other checks to ensure deliverability.

Mobile phone validation checks U.K., U.S., CAN., and AUS. phone numbers through a series of algorithms, flagging up area code and format errors before parsing and standardising the number according to the regional number plan.

Behind the scenes

Correction is also available in batch mode whereby users can select to run batch audits to facilitate larger database updates, perfect for cleaning list imports or running regular database audits.

Web-to-lead

A custom trigger also watches for each new web-to-lead created and validates contact data within seconds of submission. Validation in this mode ensures proper lead routing and effective sales and marketing follow-up.

Verification and tracking

A new validation status field populates automatically and allows users and Salesforce administrators to track all records that have been reviewed and validated. Field reports can be set-up to track any contact data that could not be validated or to run regular data quality reviews.

Available data sets

In addition to validating contact data, Experian Data Quality also offers the ability to append relevant grid data, geo-demographic profiling information through MOSAIC and other regional specific address elements, to enrich Salesforce data and improve sales and marketing intelligence.

Installation

The tool is available for download on the Salesforce App Exchange. Once installed, a new Experian Data Quality Admin object will appear. Contact an Experian Data Quality representative to purchase an annual license for one or all of the available validation features. The licence key will activate the functionality within Salesforce.

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.

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