Experian Data Quality for Microsoft Dynamics CRM

Maximise the value of your Microsoft CRM investment by improving data accuracy

Overview

Yet, with multiple data entry points, how can you ensure the data you capture and already hold in your Microsoft Dynamics CRM is accurate? Introducing an effective data quality strategy for your CRM application is an essential step for your business as you look to inform decision making, improve perceptions and drive greater returns.

Experian Data Quality provides off the shelf, customisable solutions for Microsoft Dynamics CRM On-premise and Microsoft Dynamics CRM Online.

Experian Data Quality for Microsoft Dynamics CRM allows users to validate postal addresses, email addresses and mobile phone numbers when entering a new contact, lead or account, or editing information that already exists within the CRM. Experian Data Quality software helps protect against incorrect customer, prospect, supplier or employee contact details entering your database.

"Data is the most valuable asset in every organisation. Migrating an on premise CRM solution to Cloud is a great opportunity to improve the quality and accuracy of customer data."

– Arman Masoudi, Product Marketing Manager, Dynamics CRM

Solution benefits

Increase ROI from your CRM investment
An application is only as good as the data stored within it. Investing in data quality from the outset will increase your ROI and ensure you are getting the most out of your CRM application.

Inform decision making
Accurate data informs accurate decisions. By improving the quality of your data you will provide your organisation with a robust platform for reporting and analysis. You will benefit from more accurate business intelligence, which can be used to guide the board when deciding business policy and strategy.

Cut operational costs
Contact data quality ensures that operational groups such as finance, supply chain, sales and fulfilment have the right information to be productive and effective. By improving address capture, organisations reduce invoice and payment delays, shipping and rework fees, agent handling times, and other operational inefficiencies.

Enhance marketing capabilities
With verified, accurate addresses and geocoded appends, the business has more reliable and actionable data, a better understanding of customer profiles, and more realistically sized target pools.

A single view of the customer
Standardised contact data improves duplicate identification and overall data quality, making database analysis more reliable. Improve customer insight and advance profiling efforts to maximise customer understanding upon which sales, marketing and support personnel can act.

Protect branding and perceptions
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.

Experian Data Quality for Microsoft Dynamics CRM

Solution features

- Global Microsoft Dynamics solution partner

- Front-end and back-end address validation, standardisation and deduplication

- Simple searching which is intuitive for users

- Available on-demand, on-premise, or a hybrid of the two

- Rapid profiling and discovery functionality to identify data quality issues within legacy platforms

- De-risk your Dynamics migration by quickly prototyping the target system and understand any impediments

How does the solution work?

Experian Data Quality for Microsoft Dynamics CRM works by validating address, name, and email information against authoritative data sources (Australia Post's PAF file for AUS addresses). The tool can return a complete address from minimal information, pasting it directly into your CRM. This reduces the time associated with entering an address, creating more efficient business processes and improving data quality.

Experian Data Quality for Microsoft Dynamics CRM also helps maintain the accuracy of the data that you already hold. By regularly cleansing your contact database you can ensure your information is up-to-date, standard in format, and free of duplicates. Experian Data Quality can also provide the same data enrichment services in the back-end of your systems as in the front, allowing you to improve customer understanding through enhanced profiling.

Email Validation and Mobile Validation lets customers check the validity of email addresses and mobile phone numbers in real-time. Having accurate data from the outset will increase the efficiency, conversion rate and return on investment of activities such as email or telemarketing campaigns.

Experian Pandora for Microsoft Dynamics

Your Microsoft Dynamics CRM is the lifeblood of your organisation, capturing critical data and converting information into valuable business insights. Maintaining the integrity and quality of the data captured is an ongoing challenge and can impact the effectiveness of your CRM strategy.

Take a more strategic approach with Experian Pandora, an end-to-end data management tool that allows businesses to deliver results quickly and more efficiently through improved data quality, data migration and data governance. Experian Pandora offers seamless connectivity to Microsoft Dynamics, helping businesses to transform every phase of their data migration project, from profiling through to execution and post-migration data quality assurance. Maximise your investment by ensuring that your data is ready to go as you migrate or upgrade between CRM systems and safeguard data quality post implementation.

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.