Experian for Siebel

Increase ROI with Experian comprehensive Siebel data quality solutions

Improve sales, marketing and service effectiveness with Experian Data Quality's solution

Improve effeciences and enhance marketing capabilities

Overview
Accurate data underpins every aspect of your business strategy. 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 your Siebel CRM. We can also help you to address historic data errors in your Siebel database.

Experian Data Quality for Siebel combines powerful analytic address 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 Siebel CRM system to improve sales, marketing, and service effectiveness.

Solution Benefits

Increase ROI from your Siebel 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 Siebel application.

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. 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
Better 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, enhanced with demographic data, the business has more reliable and actionable data, a better understanding of customer profiles, and more realistically sized target pools.

A single view of your customer
A standardised address 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.

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.

Solution Features
• Gold Oracle software solution partner

• Front-end and back-end address validation, dedupe and standardisation

• Seamless front-end and bulk integrations into Siebel CRM

• Intuitive address validation engines

• Reference address data for UK and over 200 international countries

• Geodemographic data appends available

How does the solution work?
Experian Data Quality for Siebel encapsulates a range of software solutions that ensure only accurate contact data is contained within your Siebel CRM. Experian Data Quality for Siebel works at the point of data entry by verifying address details against authoritative data sources, to ensure valid and consistently formatted information is entered into your database. During data capture the option is available to identify existing data records and prevent a duplicate record being created.

Experian Data Quality also provides capabilities for bulk cleansing, enrichment and de-duplication of existing Siebel data or data for import. This is either implemented through a custom EAI bulk connector or integrated as part of an existing EIM process.

ORACLE® **Gold Partner**

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Available datasets

Experian Data Quality leverages data from authoritative postal data sources, such as the Royal Mail'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.

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