

Global Data Quality for Microsoft Dynamics 365

Quickly capture, standardise and validate addresses, email addresses and phone numbers in your CRM

Protecting the integrity and quality of the contact data within Microsoft Dynamics 365 is an on-going challenge due to multiple users and points of data entry or capture, as well as a high reliance on customers and employees to input data correctly. Without a solution in place to ensure the data is accurate and complete, your business risks ill-informed decision making, missed sales opportunities and a poor customer experience.

As a Microsoft Gold Partner, our certified, global data quality solution integrates seamlessly into Microsoft Dynamics 365 for Sales to ensure only accurate customer, prospect, supplier or employee contact details are stored in your CRM system.

How it works

The solution works by validating the address, email address and phone numbers at the point of capture against authoritative data sources.

When a user creates a new record or edits existing information, data capture and validation happens in-line within the forms for a seamless user workflow.

Address validation: Allows a user to enter a minimal amount of information for a complete address to be returned and intuitively corrects misspellings and other errors.

Email validation: Instantly detects and corrects any format and syntax errors, confirms that the domain exists and checks to ensure the email address is valid and deliverable.

Phone validation: Runs the number through a series of algorithms, identifying it as a mobile or landline*, flagging up area code and format errors, and standardising the number.

Features and coverage

- Global data coverage; 240 countries for address and 200 for phone
- Validation against official phone network and postal sources such as Royal Mail and UPS for address
- Simple deployment of a single solution package
- Default configuration with no coding required
- Front-end and bulk data validation and standardisation
- Compatible with on-premise, hosted or hybrid deployments of Microsoft Dynamics 365
- Intuitive, predictive searching for addresses
- Live ping to email inboxes and phone networks
- Validation status and timestamp provided
- Geocodes returned if enabled
- Data licensed on a transactional, per seat or annual basis
- Quick integration in less than 30 minutes

*Landline validation not available in the UK.

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Benefits



Improve conversion rates

With accurate customer and prospect contact data to use, you'll drive better engagement and conversion rates with your marketing campaigns.



Maximise sales opportunities

Our solution removes the potential for human error and ensures only accurate data is collected. This reduces delays in sales follow up and time spent manually correcting data.



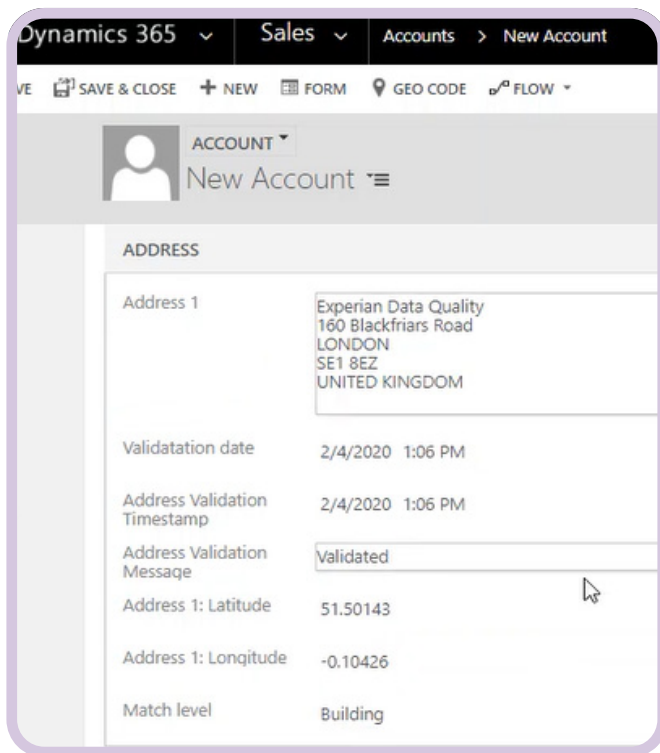
Enhance your customer service

Avoid the potential for a misdirected quote or a meeting missed due to incorrect contact data and ensure you can interact successfully with customers, employees and suppliers.

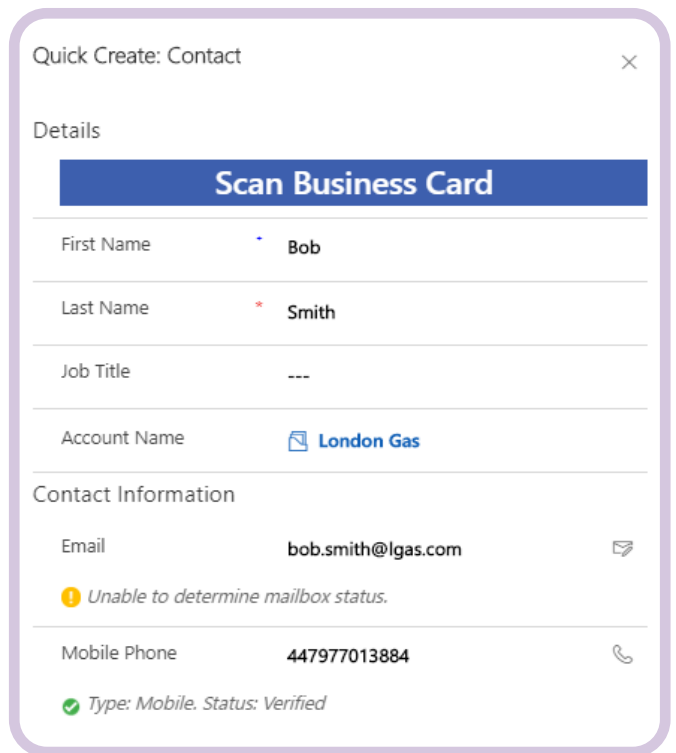


Cut operational costs

Correcting data issues in Microsoft Dynamics 365 takes time and money. Capturing correct contact data first time will improve your sender reputation and delivery rates.



- Standardise, complete and validate a postal address on the account creation page



- View clear validation responses and time/date stamps for email & phone data on all Microsoft Dynamics 365 Views.

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