



Experian Data Quality for Microsoft Dynamics CRM

Accelerate the time to value of your CRM investment with better contact data quality



You've invested heavily in your Microsoft Dynamics application; yet, with contact data entering your CRM system from multiple channels, maintaining the integrity of data in the system can be an ongoing challenge. Bad contact data creates unnecessary operational costs, impacts sales and marketing performance, and hinders your ability to derive intelligent insights from your CRM system.

Experian Data Quality provides contact data quality solutions that integrate right into your MS Dynamics CRM environment, giving you an easy way to protect the accuracy of your data. Our accredited solutions for MS Dynamics CRM facilitate real-time capture and validation of address, email, and phone data whenever contact data is entered or edited in the system.

Benefits of having good contact data quality in your CRM system

- **Increase ROI.** Your CRM system is only as good as the data stored within it. Investing in data quality from the outset will help increase your ROI and ensure that you are getting the most out of your application.
- **Reduce operational costs and rework.** Verifying contact data prior to system entry eliminates unnecessary costs and staff rework. Inaccurate contact data translates into dollars lost in follow-up campaigns, uncollected potential revenue, returned mail, and wasted staff resources.

Experian Data Quality for Microsoft Dynamics CRM features:

- Real-time validation and standardization of contact data (address, email, and phone)
- Bulk address verification also available
- Available as a hosted or on-premise solution
- Validation coverage available for 240+ postal datasets
- Compatible with MS Dynamics CRM 2011, 2013, 2015, and 2016
- Certified by Microsoft

- **Manage customer relationships more effectively.** Without a complete address, email, or mobile number, your business risks the potential of a misdirected quote, a missed meeting, or undelivered customer communication.
- **Improve marketing capabilities.** Your marketers rely on your CRM system and the data that sits within to deliver marketing campaigns and programs. Help support their strategic decision-making, segmentation, and targeting by enriching your contact data with any of our 200+ datasets.

How it works

Experian Data Quality's contact data solutions can validate several types of contact data:

Address verification: 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 verification: Instantly detects and corrects any format and syntax errors, verifies that the domain exists and checks to ensure the email address is valid and deliverable.

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

Where it works

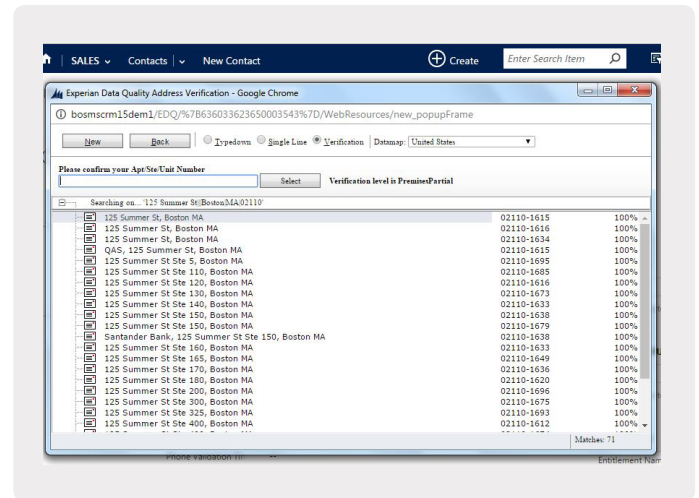
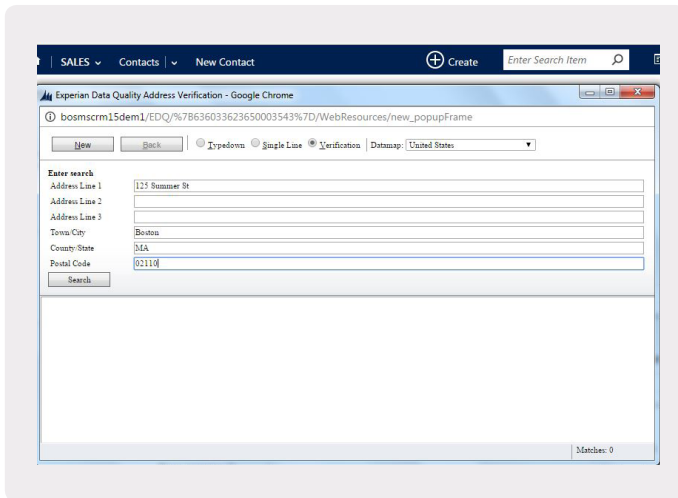
Our tools are easily integrated into MS Dynamics CRM online or on-premise.

In real time

Our tools can work in real time, validating contact data as it is entered or edited, against authoritative data sources.

Behind the scenes

Our solutions also help maintain the accuracy of the data that you already hold. Contact data validation is available for your existing lists and allows the user to run batch audits to facilitate larger database updates.



Contact us to learn more about Experian Data Quality's integration with Microsoft Dynamics CRM.

[Contact us](#)