

Experian Data Quality for Oracle Retail Order Management System



Overview

As a retailer, you know how important it is to have accurate address information for your customers. A correct address ensures packages and direct mail reach the intended recipients. Making sure your products get to your customers is naturally a top priority, considering the significant impact it can have on customer satisfaction and your overall bottom line.

What is often overlooked, however, is how address information helps you gain a more complete view of your customers and can help bring you one step closer to achieving the elusive single customer view. Additionally, correct address information can help reduce financial risk by appending the correct ZIP+4® to your desired taxation engine and increasing the likelihood that you associate the correct sales tax based on your customers' taxing jurisdictions.

Experian Data Quality has integrated our address validation solutions into Oracle Retail Order Management System to ensure that all addresses entering your system are complete and accurate. This turn-key integration is easy to implement and enables retailers to improve efficiency, increase productivity, and reduce the volumes of returned mail and undeliverable shipments.

96% of retailers are looking to achieve a single customer view

Experian Data Quality for Oracle Retail Order Management System features:

- Real-time address verification and standardization in the U.S. and Canada
- ZIP+4 append
- Turn-key integration that installs within one hour

Improve efficiencies

Address validation at the point of capture ensures that your call center representatives and other key internal stakeholders are entering a complete and verified addresses faster and with fewer keystrokes. This saves time and prevents the need for rework down the line.

Achieve a single customer view

Establishing an accurate address for each contact is critical to customer management. Address accuracy allows organizations to more easily identify duplicates and avoid split-activity histories. This provides a clear and holistic view that benefits all departments' activities.

Reduce returned shipments

Address verification is based on postal data sources. By verifying addresses in real time, organizations ensure timely deliveries. By reducing returns, companies also decrease associated staff rework and reprocessing costs.

How it works

Experian Data Quality's address validation functionality is built directly into Oracle Retail Order Management System for the following Order Form sections:

Interactive forms:

- Order entry and maintenance
- Catalog requests
- Sold-to-customer creation and maintenance
- Permanent ship-to creation and maintenance
- Bill-to creation and maintenance

Remote addresses:

- Catalog request interface
- Order API
- Customer API

Upon entry of a street address and ZIP code™, this integration will validate, standardize, and append ZIP+4® to the address.

Integration specifications

To gain access to Experian Data Quality's address validation software within Oracle Retail Order Management System (version 16), retailers work together with their system integrators and Experian Data Quality. We would issue the license key, and your SI team would handle the rest. Simple as that.

Available data sets

We partner with authoritative postal data sources around the globe, such as the USPS® and Canada Post to ensure that the address data you are using is the most accurate and up to date.

Contact us to learn more about Experian Data Quality's integration with Oracle Retail Order Management System.

[Contact us](#)