

Address and email verification for Salesforce Commerce Cloud

Best-of-breed contact data quality solutions for a better, more efficient customer experience



Ensuring Data Quality for Salesforce Commerce Cloud

Contact data quality errors can occur in a variety of ways. A person may accidentally miskey or mistype an address or forget essential address components, like an apartment or street number. These mistakes lead to a variety of customer annoyances, business difficulties and unnecessary costs.

To improve the capture of customer information during the online checkout process, Experian has integrated our address and email verification functionalities into the Salesforce Commerce Cloud.

Experian for Salesforce Commerce Cloud works in real time, with no impact on existing shopping experience. This turn-key integration enables retailers to cut operational costs and increase marketing accuracy.

Cut operational costs

Verifying emails as they are entered online ensures successful email campaigns and any other type of customer communication like transactional or receipt emails. Verifying addresses in real time ensures more packages reaching their intended destinations on time, retailers experiencing a significant drop in returned mail and having a decrease in staff re-work and mail re-processing costs.

Timely shipments also alleviate call center complaints and any associated customer dissatisfaction. Experian address and email verification tools ensure that only accurate information are captured during checkout.

Integration specifications

Experian offers a seamless integration into Salesforce Commerce Cloud based on the on-demand platform. The functionality can be adjusted to the specifications of each retailer's existing checkout process, all within a few hours.

To enable our functionality, retailers need two items. First, retailers must have the Experian on-demand ID and password. These codes are automatically emailed to the customer after purchase and ensure that each retailer can access the requested country data sets. The second required item can be downloaded from the Salesforce Commerce Cloud LINK Marketplace.

Experian for Salesforce Commerce Cloud features:

- Real-time address and email verification and standardization
- Integrated, turn-key solution
- International address data support based on postal authority regulations
- Consultancy services for international integrations
- Easy-to-implement, easy-to-use technology
- Dedicated in-house support
- Salesforce Commerce Cloud accreditation

Once the free cartridge and documentation are accessible, retailers can set up the tool via the Salesforce Commerce Cloud. Follow the Experian for Salesforce Commerce Cloud integration documentation to import the metadata. Then go to the site preferences section where the new Experian attributes will be available. Enter your on-demand ID and password. Import the free cartridge to Salesforce Commerce Cloud UX studio and make a few minor updates to several pipelines and templates.

How it works

As a customer submits his or her address or email during checkout, the verification engine is invoked. Most often, the customer is unaware that Experian is working in the background.

If the tool cannot intuitively verify and standardize the address, Experian's software prompts the customer for missing address or email elements before the purchase can be completed.

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STEP 1: Shipping > STEP 2: Billing > STEP 3: Place Order

SELECT OR ENTER SHIPPING ADDRESS • REQUIRED

Help? 800-555-0199

• First Name: David

• Last Name: Morton

• Address 1: 125 Summer St

Address 2: APO/FPO

• City: Boston

• ZIP Code: 02110

• Country: United States

• State: Massachusetts

• Phone: 6173856759 Why is this required?

Example: 333-333-3333

Use this address for Billing

ORDER SUMMARY [Edit](#)

Light Membrane
Necklace
Cable Headset
Qty: 1 \$44.00

Subtotal: \$44.00
Edit Shipping Ground: \$15.99
Sales Tax: \$3.00
Order Total: \$62.99

2

Sorry, we think your apartment/suite/unit is missing or wrong.
To proceed, please enter your apartment/suite/unit or use your address as entered.

Confirm your Apartment/Suite/Unit number:

Apt:

[You Entered: \[Edit\]](#)

Address 1: 125 Summer St

Address 2:

City: Boston

State: MA

Postal Code: 02110

[Use Original](#)

[Display all potential matches](#)

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SHIPPING ADDRESS [Edit](#)

David Morton
125 Summer St Ste 1910
Boston, MA 02110-1615
United States

Method: Ground

Check out our listing on the Salesforce Commerce Cloud.

[Get started](#)