

# Contact data verification for Salesforce Sales and Service Clouds



While organizations operate across many channels, the call center is often critical for customer service. In fact, 80 percent of companies say they want to use their customer service experience as a way to differentiate themselves from their competition. When customers have a problem with a shipment, a question about a booking or need to open a new account, the call center provides a way for a customer to speak with a person directly about their individual needs.

Call centers face unique challenges with data; companies cite them as their most problematic channel for data collection. Representatives must collect information quickly to keep call handle times low and also respect a customer's time. In addition, they also face challenges around language barriers, bad connections or background noise. This is one of the reasons why organizations think that, on average, 25 percent of their data is inaccurate in some way.

Data quality issues can lead to a host of problems, including:

- Sending mailings to the wrong address or multiple times to one customer
- Wasted time by call center representatives not quickly finding customer information
- Negative influence on customer perception
- Lost customers

Using Salesforce in your company's call centers makes it much faster and easier for representatives to find customer information. Nearly 60 percent of data inaccuracies are caused by human error. Without a solution in place to ensure representatives are entering accurate contact information, there's no guarantee that the details you have are valid.

## Global Data Quality for Salesforce

Global Data Quality for Salesforce delivers real-time contact data validation during the data collection process. It fully integrates into both the Sales Cloud and Service Cloud, allowing call center representatives to quickly confirm that customer contact information is accurate. Other features include:

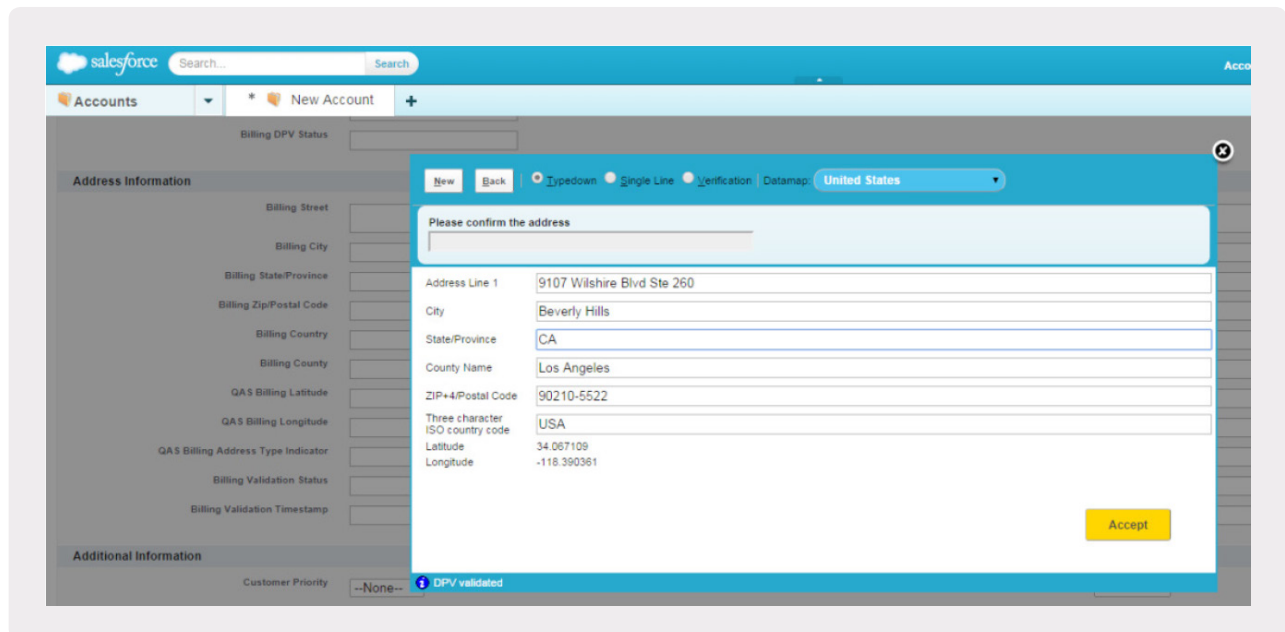
- **Real-time address validation.** Representatives use our typedown engine to ensure fast and accurate address capture within Salesforce. Users start by entering the ZIP Code™ and are quickly prompted to drilldown further until a complete address is available. The software enables fast and accurate data capture, reducing keystrokes at the point of entry by up to 75 percent.
- **In-line phone and email validation.** In-line validation automatically removes mistakes and reformats both phone and email addresses. Phone validation evaluates 10-digit telephone numbers at the point of capture to ensure companies can connect with consumers, and can also determine if the number is a mobile or landline. Email validation accurately identifies whether an email address is valid and deliverable, allowing organizations to remove harmful email addresses before sending messages.
- **Data enrichment capabilities.** As an additional service, data enrichment can append additional data based on customer attributes, providing additional, relevant insight to a customer profile.

## Benefits of contact data quality in call centers

- **Drive efficiency.** With less rework and fewer corrections needed, call center representatives can spend less time on a given phone call and help additional customers, leading to increased staff productivity and positive metrics.
- **Deliver a better customer experience.** Less time spent on the phone not only means shorter call times for a call center representative, but also a superior customer experience. By having accurate information readily available, customers can quickly get on and off the phone, without becoming frustrated. Additionally, with the right contact data, you can be sure that products, services and communications will actually reach customers.

## Experian for Salesforce features:

- Full integration with Salesforce Sales Cloud and Service Cloud with support for both Classic and Lightning
- Real-time address validation
- In-line phone and email address validation
- Data enrichment capabilities can append additional information to your customer profiles



To learn more about Experian's integration with Salesforce, visit our partners page today.

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