# 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, email, and phone verification functionalities into the Salesforce Commerce Cloud.

Experian for Salesforce Commerce Cloud works in real time, with no impact on existing shopping experience. This turnkey 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. Verifying phone numbers in real time ensures they can be used to identify customers later or for marketing purposes, such as SMS messaging. 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 the functionality, retailers need two items. First, retailers must have the Experian token. These codes are

# Experian for Salesforce Commerce Cloud features:

- Real-time address, email, and phone verification and standardization
- Integrated, turn-key solution
- Support for Site Genesis (SGJC) and Storefront (SFRA)
- 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

automatically emailed to the customer after purchase and ensure that each retailer can access the requested country data sets. The second required item is a cartridge located in the Marketplace.

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.

#### How it works

1	d Enter Keyword or Item No.	Q
	WOMENS MENS ELECTRONICS	MISC PRODUCTS
ng > STEP	2: Billing > STEP 3: Place Order	
	PING ADDRESS • REQUIRED	
• First Name	Bill	
<ul> <li>Last Name</li> </ul>	Sherman	
Address	101 Stegas	
Address	101 Stegall Rd, Carriere MS 39426	
Address		APO/FPO
	101 Stegall PI, Dawsonville GA 30534 101 Stegosaurus Fwy, Dinosaur CO 81610	
• City	101 Stegall Rd, Donalsonville GA 39845	
• ZIP Code	101 Stegall Rd, Easley SC 29642 101 Stegall Dr, Ellijay GA 30536	
- 21P C00		
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State	elect	v
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