

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 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. 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

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Enter Keyword or Item No.

NEW ARRIVALS WOMENS MENS ELECTRONICS MISC PRODUCTS

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

SELECT OR ENTER SHIPPING ADDRESS • REQUIRED

• First Name

Bill

• Last Name

Sherman

• Address 1

101 Stegall Rd, Carriere MS 39426

Address 2

101 Stegall Rd, Clarksville AR 72830

• City

101 Stegall Pl, Dawsonville GA 30534

• ZIP Code

101 Stegosaurus Fwy, Dinosaur CO 81610

• Country

101 Stegall Rd, Donaldsonville GA 39845

• State

101 Stegall Rd, Easley SC 29642

• Phone

101 Stegall Dr, Ellijay GA 30536

United States

Select...

Why is this required?

Example: 333-333-3333

Use this address for Billing

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Enter Keyword or Item No.

NEW ARRIVALS WOMENS MENS ELECTRONICS MISC PRODUCTS

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

SELECT OR ENTER BILLING ADDRESS • REQUIRED

• First Name

Bill

• Last Name

Sherman

• Address 1

101 Stegosaurus Fwy

Address 2

• City

Dinosaur

• ZIP Code

81610-5016

• Country

United States

• State

Colorado

• Phone

6514566855

Example: 333-333-3333

• Email

cupid@gmail.com

Why is this required?

Please add me to Salesforce Commerce Cloud's email list. Salesforce Commerce Cloud does not share or sell personal info.

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Enter Keyword or Item No.

NEW ARRIVALS WOMENS MENS ELECTRONICS MISC PRODUCTS

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

SELECT OR ENTER BILLING ADDRESS • REQUIRED

• First Name

Bill

• Last Name

Sherman

• Address 1

101 Stegosaurus Fwy

Address 2

• City

Dinosaur

• ZIP Code

81610-5016

• Country

United States

• State

Colorado

• Phone

6514566855

Example: 333-333-3333

• Email

SantaClaus@gmail.com

Why is this required?

Check out our listing on the
Salesforce Commerce Cloud.

Get started