QAS for ATG Web Commerce

Experian Data Quality

ORACLE Gold Partner

Overview

Contact data errors can occur in a variety of ways. A customer may accidentally mistype or forget essential data components, like the apartment number, street directional, domain name, or area code. For e-retailers who rely on customers to enter the right information during checkout, these mistakes lead to a variety of business difficulties and unnecessary costs.

To help Oracle ATG customers prevent errors during checkout, Experian Data Quality has created a best practice code set specifically for the ATG workflow. This code framework interacts with ATG classes and significantly reduces implementation timelines.

Once configured, QAS for ATG Web Commerce works at all address, email, and telephone capture touch points, such as the ship to and bill to fields within the shopping cart, call center module, and account portal. This integration is seamless, enabling retailers to cut operational costs and increase marketing accuracy.

Cut operational costs

Verifying customer addresses as they are entered online ensures timely delivery of orders and any other type of customer communication. And with more packages reaching their intended destinations on time, retailers experience a significant drop in returned mail, staff rework, and mail reprocessing costs.

Timely shipments also alleviate customer service complaints and any associated customer dissatisfaction.

Increase marketing accuracy

Experian Data Quality functionality ensures that only accurate customer addresses are captured during checkout. And with more accurate demographic information to analyze and act upon, marketers will create more intelligent segments and more relevant cross-sell and up-sell strategies.

How it works

Once the code is enabled within the ATG Web Commerce Platform, functionality is available. Verification will invoke when

a customer enters his or her information into any of the Experian Data Quality enabled capture touch points.

Most often, the customer is unaware that Experian Data Quality is working in the background. In these instances, the submitted address, email, and/or telephone number is automatically verified and standardized. If the tool cannot intuitively verify and standardize the data, the software prompts the customer for the missing data elements before the form can be submitted.

QAS for ATG Web Commerce leverages the QAS Pro On Demand platform and verification best practice code. Customers license any or all validation (address, email, and telephone) functions and country data sets.

Data sets and updates

Experian Data Quality works with postal data sources and third parties to provide address, email, and telephone data. Data updates are automatically applied via Experian's data center,\ reducing any potential strain to the retailer's IT team and ensuring that the latest address data is retrieved.

Product features:

• Real time address, email, and telephone verification and standardization
• Access to 100+ country data sets for U.S. and international validation
• Seamless integration into ATG Web Commerce version 10
• Intuitive data search engines and data prompts

Integration specifications

QAS for ATG Web Commerce is a seamless integration available for customers on ATG Web Commerce v10. Within this environment, Experian Data Quality supports U.S. and international data sets. For Oracle ATG customers on alternate versions, professional services will be added to ensure a seamless customer experience.

Experian Data Quality has created a workflow that interacts with the ATG classes. With this easy to install code set, Experian Data Quality then works with the client to map each touch point back to the Experian Data Quality code. This ensures that website customization will not impede a verification occurrence.

Installation & professional services

Professional Services are required for all QAS for ATG Web Commerce implementations. This ensures that the Experian Data Quality classes are mapped properly and that all required information is validated.

On average, implementation into a development environment occurs within 3-4 business days. This estimate changes based on the number of touch points requiring Experian Data Quality functionality and the number of data sets requested. Contact Experian Data Quality for more information.

About Experian Data Quality

Experian Data Quality is a global leader in providing data quality software and services to organizations of all sizes. We help our clients to proactively manage the quality of their data through world-class validation, matching, enrichment and profiling capabilities. With flexible software-as-a-service and on-premise deployment models, Experian Data Quality software allows organizations around the world to truly connect with their customers by delivering intelligent interactions, every time.

Established in 1990 with offices throughout the United States, Europe and Asia Pacific, Experian Data Quality has more than 13,500 clients worldwide in retail, finance, education, insurance, government, healthcare and other sectors. For more information, visit http://www.qas.com.

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