

Address and Email Verification for Demandware

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

Ensuring Data Quality for Demandware

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 Data Quality has integrated our address and email verification functionalities into the Demandware eCommerce Platform.

Experian Data Quality for Demandware works in real time, with no impact on existing shopping experience. This turnkey integration enables retailers to cut operational costs and increase marketing accuracy.



Ninety-seven percent
of companies suffer
from contact data errors

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 Data Quality address and email verification tools ensure that only accurate information are captured during checkout.

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 Data Quality is working in the background.

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



Experian Data Quality for Demandware features:

- Real-time address and email verification and standardization
- Integrated, turnkey 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
- Demandware accreditation

Integration specifications:

Experian Data Quality offers a seamless integration into Demandware 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 Data Quality 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 Demandware LINK Marketplace.

Once the free cartridge and documentation are accessible, retailers can set up the tool via the Demandware Business Manager and Demandware UX Studio. Follow the Experian Data Quality for Demandware integration documentation to import the meta data via the Business Manager. Then go to the Site Preferences section where the new Experian Data Quality attributes will be available. Enter your on-demand ID and password. Import the free cartridge to Demandware UX Studio and make a few minor updates to several pipelines and templates.

john.smith@gmail.com

Email could not be verified.
To proceed, please provide a valid e-mail address.

Potential Matches

john.smith@gmail.com

Submit

Step.1 Shipping | Step.2 Billing | Step.3 Place Order

Select or Enter a Shipping Address

* = required field

* First Name: Jen

* Last Name: Levin

* Address Line 1: 1889 Broadway (APO/FPO)

Address Line 2:

* Country: United States

* State: California

* City: San Francisco

* Zip Code: 94109

* Phone: 1234567890 (Why is this required?)

Use this address for Billing

Is this a gift?: Yes No

As shoppers submit their shipping and billing information, Experian Data Quality is invoked

Home > My Account

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.

You Entered: [Edit]

Address 1: 1889 Broadway
Address 2:
City: San Francisco
State: CA
Postal Code: 94109

Use Original

Confirm your Apartment/Suite/Unit number:

Apt:

Submit

Display all potential matches

Experian Data Quality has identified that this address requires an apartment number. The customer can enter his or her apartment via the form field or edit the original entry (via the edit box).

*Email and address verification examples.

Check out our listing on Demandware here: <http://marketplace.demandware.com/>.

To learn more about Experian Data Quality, email dataquality.info@experian.com, call us at 888.727.8822 or visit <https://www.edq.com/partners/integrations/> to learn more about our solutions for retailers.

Intelligent
interactions.
Every time.

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 SaaS 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.edq.com>.

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