

Experian Data Quality for Magento community and enterprise

Overview

Customer data errors can occur in a variety of ways. A customer may accidentally mistype their email or shipping address or forget essential address components, like the apartment number or street directional. For e-retailers who rely on customers to enter accurate information during checkout, these mistakes lead to a variety of business difficulties and unnecessary costs.

To prevent address, email and phone errors during checkout, Experian Data Quality has integrated its address verification functionality into Magento Community Edition and Enterprise Edition. Experian Data Quality for Magento works within the checkout workflow, ensuring no impact on the existing shopping experience. This turn-key integration is easy to implement and enables 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, marketing accuracy 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 address information is captured during the checkout process.

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

Experian Data Quality functionality exists within the My Account address book and checkout billing and shipping touch points. Throughout these sections, verification will invoke whenever an address, email or phone number is entered or updated.

Most often, the customer is unaware that Experian Data Quality is working in the background.

91 percent of companies are using data and data quality to optimize their customer and prospect experience.



Experian Data Quality for the Magento community features:

- Real-time address verification and standardization
- Real-time email and phone verification
- Turn-key integration that installs within one hour
- Intuitive address search engine and data prompts

In these instances, the submitted address is automatically verified and standardized. If the tool cannot intuitively verify and standardize the address, the software prompts the customer for the missing address elements before the purchase can be completed. The tool automatically checks email addresses for syntax and domain errors and checks for deliverability.

Experian Data Quality for Magento leverages the On Demand platform and verification best practice code. Magento clients can be sure that address verification effectively and efficiently moves clients through the address capture process.

Integration specifications

Experian Data Quality for Magento is a seamless integration available for customers on Magento Enterprise Edition v1.13 and Magento Community Edition v1.4. Within these environments, Experian Data Quality for Magento supports U.S. and Canadian address data.

Because the number of potential modifications within Magento is limitless, the Experian Data Quality for Magento integration was developed to incorporate as close to core API functionality as possible.

This integration does not depend on the layout of the end-user display forms, as most Magento customizations affect those forms.

Instead, Experian Data Quality has embedded functionality into Magento's back-end database and processes, where all customer information is stored and finalized. This ensures that any potential website customization will not impede a verification occurrence.

Moreover, Experian Data Quality for Magento maintains the unique look and feel of each client's website. The configuration settings are set to pull data for Magento's main CSS, ensuring consistent text and color settings.

Installation

Experian Data Quality for Magento can be installed into a development environment within one hour. This time allotment allows for basic configuration; customizations will require additional time. To enable Experian Data Quality for Magento, retailers need two items:

1. Retailers need the Experian Data Quality for Magento installer which can be downloaded from the Magento Connect Marketplace or emailed to you by Experian Data Quality. Once the installer has run all configurations and files, the tool will be accessible within Magento. All configurations are described in full within the Experian Data Quality for Magento technical documentation.
2. Retailers must enter the ID and password. These credentials are automatically emailed after purchase and ensure that each customer can access the requested data sets.

Datasets and updates

Experian Data Quality works with postal data sources to offer USA and international address data sets. Data updates are automatically applied via Experian's data center, reducing any potential strain to the retailer's IT team and ensuring that only the latest address information is retrieved.

To learn more about Experian Data Quality, email dataquality.info@experian.com, call us at **888.727.8822** or visit our website at <https://www.edq.com/>.

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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