

# Experian Data Quality for Salesforce Commerce Cloud



## Overview

Contact data quality errors can occur in a variety of ways. Someone may accidentally mistype an address or forget crucial parts to an address, like an apartment or street number. These mistakes can lead to a variety of customer annoyances, business difficulties, and unnecessary costs—but they don't have to.

Our address and email verification solutions can be integrated into the Salesforce Commerce Cloud to make sure you capture accurate customer information.

This solution works in real time, with no disruption to the shopping experience. Our turnkey integration enables you to cut operational costs, increase marketing accuracy, and reduce shopping cart abandonment.

## How it works

As customers submit their address or email data during account creation or checkout, our verification engine is invoked. The best part about this is that the customer is unaware that their data is being verified in the background.

If there is an instance where your customer's addresses and emails can't instantly be verified, our software will prompt them for the missing elements to ensure that correct information is being passed along.

### Experian Data Quality for Salesforce Commerce Cloud features:

- Real-time address and email verification and standardization
- Integrated turnkey solution
- Data sets for over 240 countries and territories
- Consultancy services for international integrations
- Easy-to-implement, easy-to-use technology
- Dedicated in-house support

## Data sets and updates

We work with postal data sources and third parties to provide accurate address and data. Data updates are automatically applied via Experian's data center, reducing any potential strain to your IT team and ensuring that the latest data is retrieved for verification.

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**64% of companies believe that inaccurate data is undermining their ability to provide an excellent customer experience.**

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## Integration specifics

We offer a seamless integration into Salesforce Commerce Cloud based on the on-demand platform. Functionality can be adjusted to whatever specifications of your existing checkout process—all within a few hours!

To enable our functionality, you need two items.

1. You must have our on-demand authentication token. This token is automatically emailed to you after purchase and ensures that you can access the requested country datasets.
2. You must download the cartridge from the Salesforce Commerce Cloud to complete your integration.

Once you can access the cartridge and documentation, you can then set up our verification solution via the Salesforce Commerce Cloud Business Manager and UX Studio.

Follow our integration documentation to import the metadata via the Business Manager. Then go to Site Preferences section where our attributes will be available.

Enter your authentication token, and then import the cartridge to the Salesforce Commerce Cloud UX Studio and make a few minor updates to several pipelines and templates. We offer options for both pipeline and JavaScript controller deployments.

The diagram illustrates the integration of Experian Data Quality into a Salesforce Commerce Cloud checkout process. It shows two screenshots of a checkout page, connected by a red arrow indicating the flow of the process.

**Left Screenshot (Shipping Address Form):**

- Steps: Step.1 Shipping | Step.2 Billing | Step.3 Place Order
- Section: Select or Enter a Shipping Address
- Fields: First Name (Jen), Last Name (Levin), Address Line 1 (1889 Broadway), Address Line 2, Country (United States), State (California), City (San Francisco), Zip Code (94109), Phone (1234567890).
- Options: ☐ Use this address for Billing, ☐ Yes ☒ No Is this a gift?
- Text: As shoppers submit their shipping and billing information, Experian Data Quality is invoked.

**Right Screenshot (Verification Error Message):**

- Message: 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.
- Form: Confirm your Apartment/Suite/Unit number: Apt. [Submit]
- Table: You Entered: | Edit |  
Address 1: 1889 Broadway  
Address 2:  
City: San Francisco  
State: CA  
Postal Code: 94109  
Use Original
- Link: Display all potential matches
- Text: 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).

To learn more about Experian Data Quality's integration with Salesforce Commerce Cloud, visit our partners page today.

[Learn more](#)