Experian for Microsoft Dynamics CRM

Maximise the value of your Microsoft CRM investment by improving data accuracy

Validate name, email and postal addresses when entering a new contact, lead or account in your CRM

Increase ROI from your MS CRM investment

Overview

Wiith multiple data entry points, how can you ensure the data you capture and already hold in your MS Dynamics CRM is accurate? Introducing an effective data quality strategy for your CRM application is an essential step for your business as you look to inform decision making, improve perceptions and drive greater returns.

Experian Data Quality provides off the shelf, accredited solutions for Microsoft CRM 2011 and Microsoft CRM Online.

Experian Data Quality for Microsoft Dynamics CRM allows users to validate name, email and postal addresses when entering a new contact, lead or account, or editing information that already exists within the CRM. Experian Data Quality software helps protect against incorrect customer, prospect, supplier or employee contact details entering your database.

Solution Benefits

Increase ROI from your MS CRM investment

An application is only as good as the data stored within it. Investing in data quality from the outset will increase your ROI and ensure you are getting the most out of your MS CRM application.

Inform decision making

Accurate data informs accurate decisions. By improving the quality of your data you will provide your organisation with a robust platform for reporting and analysis. You will benefit from more accurate business intelligence, which can be used to guide the board when deciding business policy and strategy.

Cut operational costs

Contact data quality ensures that operational groups such as finance, supply chain, sales and fulfilment have the right information to be productive and effective. By improving address capture, organisations reduce invoice and payment delays, shipping and rework fees, agent handling times, and other operational inefficiencies.

Enhance marketing capabilities

With verified, accurate addresses and demographic appends, the business has more reliable and actionable data, a better understanding of customer profiles, and more realistically sized target pools.

A single view of the customer

A standardised address improves duplicate identification and helps avoid split activity histories, making database analysis more reliable. This provides a clear and holistic view upon which sales, marketing and support personnel can act.

Protect branding and perceptions

Avoid the potential for a misdirected quote, a poorly formatted address label, or a meeting missed due to a bad address. Timely interactions maintain a professional image and encourage future interest.

Solutions Features

- Global Microsoft Dynamics solution partner
- Front-end and back-end address validation, standardisation and de-duplication
- Ability to append additional datasets such as Government data, Geodemographic data and Business data
- Access data from over 74 countries across all major territories
- Public sector organisations can access gazetteer data
- Simple searching which is intuitive for users
- Microsoft Certified integrations
- Available on-demand, on-premise, or a hybrid of the two

Experian Data Quality for Microsoft Dynamics CRM

How does the solution work?

Experian Data Quality for Microsoft CRM works by validating address, name, and email information against authoritative data sources such as Royal Mail's PAF file for UK addresses. The tool can return a complete and full name and address from minimal information, pasting it directly into your CRM. This reduces the time associated with entering an address, creating more efficient business processes and improving data quality.

Experian Data Quality for Microsoft CRM also helps maintain the accuracy of the data that you already hold. By regularly cleansing your contact database you can ensure your information is up-to-date, standard in format, and free of duplicates. Experian Data Quality can also provide the same data enrichment services in the back-end of your systems as in the front, allowing you to improve customer understanding through enhanced profiling.

Experian
George West House
2-3 Clapham Common Northside
London, SW4 0QL

T 0800 197 7920
E dataquality@experian.com
W www.edq.com/uk