

Contact data management for retailers

Validate, standardize, and manage your customer data

Contact data—address, email, and phone records—are collected through multiple channels today. Experian provides retailers with a wealth of data quality solutions to make sure the customer contact records you collect are validated and up to date.

Customer data is collected through numerous channels, including the point of interaction, your Ecommerce checkouts, brick-and-mortar register checkouts, kiosks, and transactions completed on mobile phones and tablets—and it is susceptible to all kinds of error. Here are the different ways our contact data management solutions work with retailers to guarantee that only the best customer data lives in your database.

Contact data management solutions for retailers



For Ecommerce

Contact data management solutions for Ecommerce have never been easier. Our solutions can be deployed very simply to work in your Ecommerce environment. As customers work through their shopping journey, they may be more focused on completing their order than typing their contact data in correctly. Mistakes happen, so let us help you ensure only valid data is entering your system.



For point of sale

The flurry of activity during any point of sale (POS) interaction makes capturing accurate and complete customer records a difficult feat. Cashiers may be focused on completing the transaction quickly, not making sure that an email is complete or a phone number is accurate. Take advantage of having your customers' attention in person to confirm or re-enter their contact data before they leave the store.



For call centers

Representatives manning the call centers are focused on different metrics than their marketing or sales counterparts. Call- or dial-times and customer satisfaction rankings reign in this realm. Therefore, when reps have trouble interpreting what's being said on the other end of the line, they're more likely to neglect a data quality check to confirm the information they're collecting.

Call centers are focused on customer experience, just in a different way. This, however, does mean that the customer data quality necessary for other departments' goals can take a backseat here. Empower your call center representatives to confirm data with fewer keystrokes and recommended suggestions for customer information that is being collected over the phone.



For purchased lists

Purchasing lists is practice that breeds poor data quality, yet is still observed by many retailers today. Buying customer records from a third-party gives you no control over the quality of that data. However, should you use purchased lists for any reason, verify that data before you use it so that you're not left vulnerable to error and regulatory risks.



For mobile websites or applications

Fifty percent of all purchases were made online in the past year. The time when mobile was only used for advertising has passed—mobile is now a contributor to the retailers' revenue stream and provides marketers with a valuable stream of customer data. Validation and form auto-completion ensures that you're collecting valid data without disrupting the customer journey—append that data to build an even more robust shopper profile.



For database merges, CRM migrations, EDI feeds, or third-party files

Whether you're migrating, merging, or adding third-party files to your database, validating the data that flows in and out of your environment is crucial to ensuring you're not working with faulty customer data for communications such as recalls or updated terms and conditions.



For existing databases

Data in your databases decays at around two percent every month due to people moving, using new email addresses, entering in alternate phone numbers, etc. It is important to regularly maintain your customer data so that you can be sure you're working with the most up-to-date and complete information possible in your re-engagement campaigns, on-boarding programs, or other marketing initiatives.

Our verification solutions are offered in numerous deployments

| | Real time | Batch | Hosted | On-premise | Services |
|---------|-----------|-------|--------|------------|----------|
| Address | ✓ | ✓ | ✓ | ✓ | ✓ |
| Email | ✓ | ✓ | ✓ | | ✓ |
| Phone | ✓ | ✓ | ✓ | | ✓ |

Lastly...to host or not to host?

You may be considering whether to house a data quality solution internally or select a Software as a Service (SaaS) hosted solution. There will be different factors for different businesses, but here are some of the most prevalent questions you may want to ask when in the deliberation phase.

1. What is your corporate IT policy on hosted vs. on-premise solutions?
2. Does your business have firewalls?
3. Do you have the resources to manage the servers or maintain the product?
4. Are you concerned with the level of effort required to maintain high up-time?
5. Can you devote manpower to data updates or engine upgrades?

Hosted solutions are a growing trend among today's businesses simply because it takes the pressure off maintaining and updating the software yourself. SaaS models also give brands the legroom they need to scale efficiently, customize appropriately, and integrate systems affordably. But hosted solutions may not fit every brand's specifications. Be sure to consult your team about the particulars regarding security policies, up-time requirements, and whether you have the right people in place when you consider SaaS models or traditional on-premise solutions.

Marketers always want more people to reach out to and they want to know they're going to reach them on the first attempt. In order to do that, they should look to the best contact data management solutions out there to ensure that the customer or prospect data they collect is the best version possible.

Our solutions make sure that you only work with accurate addresses, emails, and phone numbers in your brand initiatives. No matter what channel you collect customer data from, we offer a variety of options to fit your environment and applications.

Ready to improve the data in your retail organization? Speak with our team to find out which of our deployments fits your brand's needs best.

Contact us