Address data verification for Salesforce Commerce Cloud Quick Launch

Gather accurate customer information to ensure better operations and a superior customer experience.

Ensure the accuracy of your customers' address details

It is easy to make mistakes when it comes to entering in address information, particularly during the online checkout process when many consumers are distracted. However, these mistakes can lead to unnecessary costs, rework, and above all else, a less-than-desired customer experience.

To improve the capture of customer information during the online checkout process, Experian has integrated its address verification functionality into the Salesforce Commerce Cloud.

Experian for Salesforce Commerce Cloud works in real time, with no impact on the existing shopping experience. The type-ahead, intuitive address verification reduces 80 percent of the keystrokes required in billing and shipping fields, resulting in a faster completion of forms and error-free address details.

This turnkey integration helps retailers improve conversion rates, increase marketing efficiency, and reduce operational costs through faster, more accurate form completion.

Maximize revenue and cut operational costs

By validating address information, retailers can ensure that important communications are delivered no matter the channel.

Here are just a few of the benefits retailers receive:

- Reduction in delivery address correction fees

- Better customer experiences, from start to finish

- Fewer delayed and returned packages

The benefits extend to all channels of customer engagement. Timely shipments also alleviate call center complaints and any associated customer dissatisfaction. Experian's address verification tool ensures that only accurate information is captured during checkout to improve the customer experience at every touch point.

Experian for Salesforce Commerce Cloud Quick Launch features:

- Real-time address verification and standardization

- Integrated, turnkey solution

- International address data support based on postal authority regulations

- Easy-to-implement, easy-to-use technology

- Dedicated in-house support

- Salesforce Commerce Cloud accreditation with support for both SiteGenesis and SFRA

Integration overview

Experian's integration for Salesforce Commerce Cloud Quick Launch is available through a certified cartridge available on the Salesforce Commerce Cloud LINK Marketplace and is compatible with both SiteGenesis and SFRA.

To enable the Experian functionality, developers can download the cartridge from the Salesforce Commerce Cloud LINK Marketplace and work with Experian to obtain activation codes for the functionality they require. Once these steps are completed, Experian's address verification can be set up within an hour.

How it works

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