experian.™

Global data quality for Salesforce

Quickly capture, standardize, and validate addresses, emails, and phone in your Salesforce CRM

Protecting the integrity and quality of the contact data within Salesforce is an ongoing challenge due to multiple users and points of data entry. Without a way to ensure that data is accurate and complete, you risk having issues with business processes, missed sales opportunities, and a poor customer experience.

As a Salesforce AppExchange Partner, our certified global data quality solution integrates seamlessly into Salesforce Sales Cloud and Service Cloud to ensure only accurate and correctly formatted addresses, email addresses, and phone numbers enter your CRM system.

Features and coverage

- Real-time standardization and validation

- Global data coverage; 245 countries addresses and 220 phone numbers.

- Validation against official postal sources such as USPS, the Royal Mail, and Australian Post

- Automatic, regular address data update to validate against

- Autocomplete search for addresses

- Live ping to email inboxes and phone networks to check deliverability

- Local time and language displayed for validation time stamp and status

- Individual validation components or a single custom page available

- Data licensed on a transactional or annual basis

- Quick integration in less than an hour with default settings

- Feel trial available

- Integration and customization assistance available

How it works

When a user creates or edits an account or contact record, the solution validates and standardizes addresses, email addresses, and phone numbers at the point of capture within the form a seamless user experience.

Address validation: As the user types, the address search results are continually refined in a picklist. When the address is selected the address is standardized and auto-populated in the relevant fields.

Email validation: Instantly detects any format and syntax errors, confirms that the domain exists and checks to ensure the full email address is valid and deliverable.

Phone validation: Highlights and corrects any format issues, identifies a number as landline* or mobile, returns the network provider, and porting information and flags area.

*Landline validation in select countries.

Benefits

Improve conversion rates.
Engage effectively with prospects, protect your sender reputation, and boost marketing campaign conversion rates with accurate contact data.

Enhance your customer service.
Avoid the potential for a misdirected invoice or order delivery issues. Accurate data enables you to reach customers and provide a seamless customer experience.
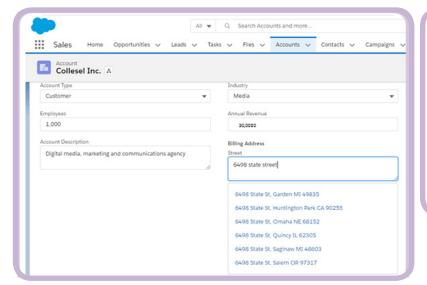
Maximize sales opportunities.
Remove the potential for human error and ensure only accurate data is collected. This is the starting point to help Sales teams reduce delays in lead follow up and build effective relationships with customers.

Cut operational costs.
Reduce time spent manually correcting data in Salesforce. By capturing correct data the first time, you can reduce shipping costs and ensure employees spend their time where it matters most.

Compatibility

- Sales Cloud and Service Cloud, with support for both Classic and Lightning

- Standard objects, custom objects, and custom Visualforce pages

- Standard/custom fields

- Salesforce State/Country pick lists

There's a lot on the line when it comes to your data. Let us help you make the most of it.

Visit us at edq.com/contact/ to get started today.