

Experian Data Validation for Salesforce Sales/Service Cloud

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

Only 50% of organizations believe that their CRM data is clean and able to be fully leveraged, according to Experian's 2021 Global Data Management Research Report. Without a solution in place to ensure that the customer contact information in your system 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 data validation app quickly validates, standardizes and enriches addresses, email addresses, and phone numbers globally in real time. It works seamlessly within your CRM system to eliminate the potential for human error in data entry and ensure that data standards are adhered to.

Features and coverage

- Two package versions available: Classic or Lightning
- Global data coverage; 245 countries addresses and 240 phone numbers.
- Validation against official postal sources such as USPS, the Royal Mail, and Australian Post
- Automatic, regular address data updates
- Autocomplete search for addresses
- Geolocation data available for addresses globally
- Live ping to email inboxes and phone networks to check deliverability
- Simple deployment of a single solution package
- Data licensed on a transactional or annual basis
- Developed and maintained in-house by Salesforce specialists
- Quick integration in less than an hour with default settings
- Feel trial available
- Integration and customization assistance available
- 24/7 customer support globally

How it works

When an account or contact record is created or updated, our app validates, standardizes, and enriches addresses, email addresses, and phone numbers at the point of data entry within the form for a seamless user experience.



Address validation: Continually refines address search results as the user types. Once selected, the valid address is standardized, auto-populated in the relevant fields and enriched with geocodes.



Email validation: Instantly detects format and syntax errors, confirms that the email addresses exists, and checks it is valid and deliverable with the mailbox provider.



Phone validation: Detects and corrects format issues, identifies the number, checks with the network provider to ensure ensure the number exists, is active and contactable.

*Landline validation in select countries.

Benefits



Improve conversion rates

Avoid losing contacts and leads due to accidental typos. With valid data, you can effectively engage with prospects and boost marketing campaign performance.



Enhance your customer service

Avoid the potential for a misdirected invoice or order delivery issues. Accurate data enables call center employees to provide a seamless customer experience.



Maximize sales opportunities

Remove the potential for human error and ensure only accurate data is collected. This reduces delays in lead follow up and ensures messages reach the intended audience.



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.

The screenshot shows the Salesforce 'Account' creation page for 'Collesel Inc.'. The page includes a search bar at the top and navigation tabs for Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, Contacts, and Campaigns. The account details are as follows:

Account Type: Customer	Industry: Media
Employees: 1,000	Annual Revenue: 30,000
Account Description: Digital media, marketing and communications agency	Billing Address: 6498 state street

The Billing Address field is active, showing a dropdown menu with the following suggestions:

- 6498 State St, Garden MI 49835
- 6498 State St, Huntington Park CA 90255
- 6498 State St, Omaha NE 68152
- 6498 State St, Quincy IL 62305
- 6498 State St, Saginaw MI 48603
- 6498 State St, Salem OR 97317

-Standardize, complete, and validate a postal address on the account or contact creation page.

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.