

Experian Data Quality for Oracle ATG Web Commerce



Overview

Contact data errors can occur in a variety of ways. A customer may accidentally mistype or forget essential data components, like the apartment number, street, domain name of an email, or area code. For e-retailers who rely on customers to enter the right information during checkout, these mistakes lead to a variety of business difficulties and unnecessary costs.

To help you prevent errors during checkout, our contact data quality solutions are specifically created for a best practice ATG workflow. This code framework interacts with ATG classes and significantly reduces implementation timelines.

Once configured, our software works at all address, email, and phone data entry points, such as the ship-to and bill-to fields within the shopping cart, call center module, and account portal. Our integration is seamless, which enables retailers to cut operational costs and increase marketing accuracy.

How it works

Our verification software is invoked whenever a customer enters his or her information into any of the enabled data entry points.

The submitted address, email, or phone number is automatically verified and standardized. If we can't intuitively verify and standardize the data, we will then

Experian Data Quality for Oracle ATG Web Commerce features:

- Seamless integrations into ATG Web Commerce v10 and v11
- Reduced keystrokes and errors due to intuitive address validation engines
- Data sets for over 240 countries and territories

prompt the customer for the missing data elements before they can submit the form.

Our contact data quality solutions for ATG Web Commerce leverage verification best practice codes. Customers can license any or all of our validation (address, email, and phone) solutions.

78% of organizations have seen
improvements in revenue by improving
data quality.

Data sets and updates

We partner with postal data sources and third parties to provide address, email, and phone data. These data updates are automatically applied via Experian's data center, which means less strain to your IT team and that the latest address data is retrieved.

Integration specifics

Experian Data Quality for Oracle ATG Web Commerce is a seamless integration available for customers on ATG Web Commerce v10 and v11. Within this environment, we support U.S. and international datasets. Our workflow interacts with the ATG classes. With this easy-to-install code set, we then work with the client to map each touch point back to the Experian Data Quality code. This ensures that website customization will not impede a verification occurrence.

Installation and professional services

Our Professional Services are required for all ATG Web Commerce implementations and will be added to ensure a seamless integration experience. This also makes sure that the Experian Data Quality classes are mapped properly and that all required information is validated.

On average, implementation into a development environment occurs within three to four business days. This estimate changes based on the number of touch points requiring Experian Data Quality functionality and the number of data sets requested.

Contact us learn more about Experian Data Quality's integration with Oracle ATG Web Commerce.

[Contact us](#)