



# Global Data Quality for Microsoft Dynamics 365

Quickly capture, standardize, and validate addresses, email addresses, and phone numbers in your CRM

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Protecting the integrity and quality of the contact data within Microsoft Dynamics 365 is an ongoing challenge due to multiple users and points of data entry or capture, as well as a high reliance on customers and employees to input data correctly. Without a solution in place to ensure the data is accurate and complete, your business risks ill-informed decision-making, missed sales opportunities, and a poor customer experience.

As a Microsoft Gold Partner, our certified, global data quality solution integrates seamlessly into Microsoft Dynamics 365 for sales, marketing, field service, and customer service to ensure only accurate customer, prospect, supplier or employee contact details are stored in your CRM system.

## How it works

The solution works by validating the address, email address, and phone numbers at the point of capture against authoritative data sources.

When a user creates a new record or edits existing information, data capture and validation happens in-line within the forms for a seamless user workflow.

### Address validation

Allows a user to enter a minimal amount of information, then autocompletes the address.

### Email validation

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

### Phone validation

Runs the number through a series of algorithms, identifying it as a mobile or landline, flagging up area code and format errors.

\*Landline validation available in selected countries

## Features and coverage

- Global data coverage; 245 countries for address and 220+ for phone
- Validation against official phone network and postal sources
- Simple deployment of a single solution package
- Default configuration with no coding required
- Compatible with on-premise, hosted or hybrid deployments of Microsoft Dynamics 365
- Autocomplete search for addresses
- Live ping to email inboxes and phone networks
- Validation status and timestamp provided
- Global geocoordinate enrichment
- Data licensed on a transactional, per seat or annual basis
- Quick integration in less than 30 minutes

## Benefits



### Improve conversion rates

With accurate contact data, you'll drive better engagement and conversion rates with marketing campaigns while enhancing your sender reputation.



### Enhance customer service

With trustworthy contact data, you can ensure important updates reach the intended recipients and reach customers whenever you need.



### Boost sales opportunities

Remove the potential for human error and ensure only accurate data is collected to enable your sales team to follow up on leads.



### Cut operational costs

Correcting data issues in your CRM system takes time and money. Capturing correct contact data first, enables employees to focus on their time where it matters most and improve productivity.

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

- View clear validation responses and time/date stamps for email & phone data on all Microsoft Dynamics 365 Views.

Make sure you are you protecting your data integrity within  
Microsoft Dynamics 365.

Contact us at [edq.com](http://edq.com) today