



GS1 Australia

GS1 Australia powers its daily operations and boosts engagement using valid and accurate customer contact data



GS1 Australia is a leading, not-for-profit organization that develops and maintains global standards for efficient business communication. Best known for the barcode used on products worldwide, GS1 standards and services improve the efficiency, safety, and visibility of supply chains in 25 industries. With local member organizations in 116 countries, 2 million user companies and 6 billion transactions daily, the GS1 system of standards is the most widely used supply chain standards system in the world.

Situation

GS1 Australia has enjoyed a long-standing partnership with Experian. As a forward-thinking company, heavily focused on quality customer data, GS1 has developed robust data quality management strategy, of which Experian's data validation solutions play an integral part.

Challenge

GS1 manages a wealth of customer data. Its Microsoft Dynamics 365 CRM system currently holds around 30,000 active business accounts, with around 150,000 active contact records.

Traditionally, the company relied upon postal address data to communicate with their customers, via direct mail campaigns especially for financial purposes as part of their Annual Renewals. Over time, GS1 transitioned to email as their primary communication channel, often sending several email campaigns a week to their customer base. Email addresses are a key data component used to identify customers in their systems and associate relationships across our membership and services offered.

The team was committed to ensuring they had strong solutions in place to accurately capture and validate customer contact data and keep this data clean and up-to-date to effectively reach and engage with their customers.

Solution

Real-time data validation

GS1 implemented Experian's address and email validation solutions at various data capture points on their corporate website, customer portal, and within their Microsoft Dynamics 365 CRM platform.

Experian's address and email validation APIs validate emails and addresses at the point of collection, instantly comparing against official data from Australia Post and email domain providers. The customer or employee is prompted to correct any misspellings before they are submitted. This all ensures the account and contact data gathered is accurate and complete, increasing postal and email deliverability rates.

"We have enjoyed a long partnership with Experian. The technical teams are fantastic to work with, providing a quality service. They are highly knowledgeable and always act quickly to respond to any questions we have."

- Tavita Maanaima, Chief Information Officer, GS1 Australia

Microsoft Dynamics 365

GS1 uses Microsoft Dynamics 365 as their CRM and Financial system. This provides a centralized solution to hold all their customer data, run their marketing campaigns, and manage their finance and invoicing processes. To ensure consistency, GS1 implemented Experian's certified data validation app for Dynamics 365.

An approved Microsoft solution, Experian's app seamlessly integrates into Dynamics 365, to quickly validate and standardize postal and email addresses whenever a user creates or updates a contact, lead, or account record. This ensures only accurate addresses and email addresses are captured.

“Having accurate customer contact information is critical to ensure we can communicate with our customers. By implementing Experian's data validation tools, both at the point of collection and retrospectively through bulk cleansing, we have greater confidence in the accuracy and validity of our data, allowing us to deliver an improved customer experience.”

- Tavita Maanaima, Chief Information Officer

Results

By choosing Experian's address and email validation solutions, the organization has enjoyed the following results:

- **A consistent and positive experience** regardless of where on the GS1 website the customer is entering their details.
- **Improved engagement with customers** with enhanced email deliverability rates due to real-time email validation.
- **Confidence** that their data is always validated against the latest datasets.
- **The ability to deliver a better customer experience** by ensuring the data they hold is up-to-date, accurate, and complete.
- **A significant reduction in manual effort** to update, maintain, and cleanse customer CRM data as it is validated at the point of entry and regularly corrected via bulk cleansing.

What's next?

GS1 Australia continues to work closely with Experian to explore ways in which their existing data validation tools can be enhanced to maximize their full potential, as well as considering additional tools to further support their data quality strategy.