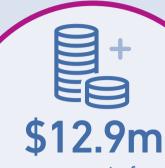# experian™

EMBRACING DATA QUALITY IN SALESFORCE

Multiple channels are used to capture contact data from customers which can lead to duplicates in the CRM system. These can be extremely difficult to manage if your business success depends on accurate and complete data, and a Data Quality strategy must be incorporated.

Experian's address, email and phone solution improves the effectiveness of your CRM application by ensuring that the contact data entered is valid.

What's happening?

$12.9m
average cost of poor data quality for an organisation
- Gartner

47%
of recently created data records have at least one critical error
- Harvard Business Review

60%
of B2B sales organisations will transition from experience-and intuition-based selling to data-driven selling by 2025
- Gartner

19.68%
of sales professionals state "it is critical to have a single view of the customer across departments"
- Salesforce

30%
revenue loss due to poor Data Quality
- Ovum Research

94%
of organisations suspect that customers and prospects data is inaccurate
- Experian

What does this mean to business?

Different data structures collected from multiple technologies impacts analysis and decision making.

High marketing spend due to inaccuracies in raw data.

Businesses reported bad data resulted in lost revenue.

Large volumes of redundant or irrelevant data affects the performance of Salesforce CRM.

High chance of sales team missing opportunities and targeted customers.
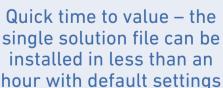
How Experian helps

Experian offers pre-built Data Validation for Salesforce Classic & Lightning that integrates seamlessly into Salesforce Service Cloud and Sales Cloud. The solution allows users to validate global postal addresses, email addresses, and phone/mobile numbers when entering a new contact, lead or account, or editing information that already exists within the CRM. The solution is designed on the Lightning framework to fully support the expected look and feel, behaviour and functionality of Lightning and provide an intuitive user experience within Salesforce form.

Benefits of the Experian Solution

Full Salesforce Lightning compatibility

Quick time to value – the single solution file can be installed in less than an hour with default settings

Modular components (address with enrichment, email and phone) to add to the forms

Auto-complete address validation only (via Experian Address Validation) for faster data capture

Support of the latest Email and Phone Validation APIs released last year for enhanced performance

experian™   salesforce PARTNER

Get your free trial on Salesforce AppExchange ▶

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