

Data Quality for Microsoft Dynamics 365

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

Protecting the integrity of contact data is an on-going challenge due to multiple users and points of data entry in your CRM and data quickly becoming out of date. Without a solution in place to ensure the data is accurate and complete, your business risks issues with business processes, missed sales opportunities and a poor customer experience.

As a certified Microsoft Gold Partner, you can trust Experian to help you achieve trusted data. Experian's data validation integration for Microsoft Dynamics 365 is a co-sell approved Microsoft ISV solution. The app validates and standardises postal addresses, email addresses and phone numbers in real-time when a user creates or updates a contact, lead or account record.

How it works

The app works by validating and standardising the address, email address and phone numbers at the point of capture within the form to prevent poor or unwanted data from entering your database.

Address validation: Checks addresses against official postal files and features autocomplete technology to reduce the time taken to enter an address by up to 80%.

Email validation: Checks with the mailbox provider that the email address exists and can receive mail, corrects format errors and removes temporary and harmful emails.

Phone validation: Checks with the network provider to ensure the number exists, corrects format errors and returns information such as number type*, country of origin, porting status.

Features and coverage

- Global data coverage; 245 countries and territories for address and 224 for phone
- Powered by data from official postal sources, such as Royal Mail, and phone network providers
- Highly extensible with additional data for Multiple Residence, Not Yet Built and Global Geocodes
- Regular and automatic data updates
- Quick deployment of a single solution package with no coding required
- Built on Power Apps Component Framework (PCF)
- Available in Sales, Marketing, Customer Service and Field Service apps
- Contact data validation status and timestamp provided
- Access to a self-service portal to manage usage and tokens
- Licensed on a transactional or annual basis

*Landline validation available in selected countries.

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Benefits



Improve conversion rates

Drive better engagement and conversion rates with your marketing campaigns, while protecting your sender reputation.



Enhance your customer service

Ensure important updates reach the intended recipient and reduce the time taken to deal with customer queries.



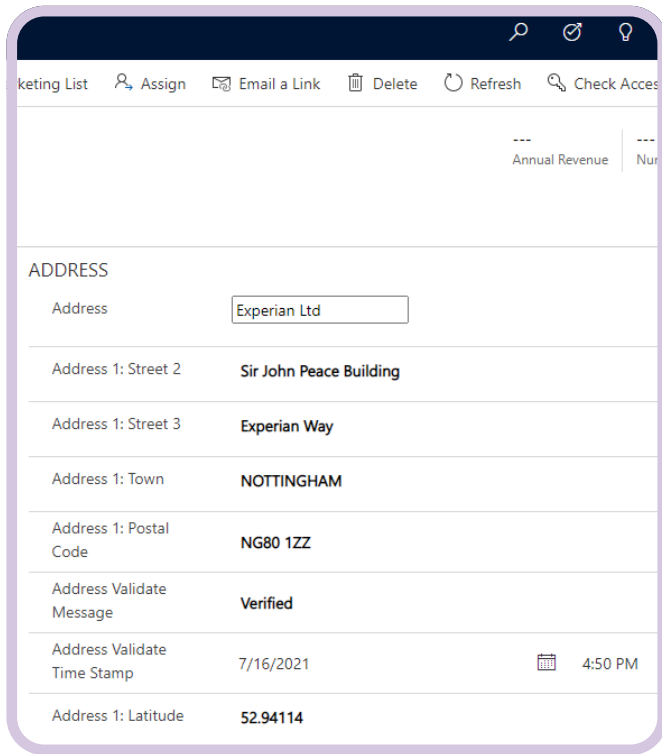
Maximise sales opportunities

Remove the potential for human error and ensure only accurate data is captured, so that Sales teams can successfully contact customers.

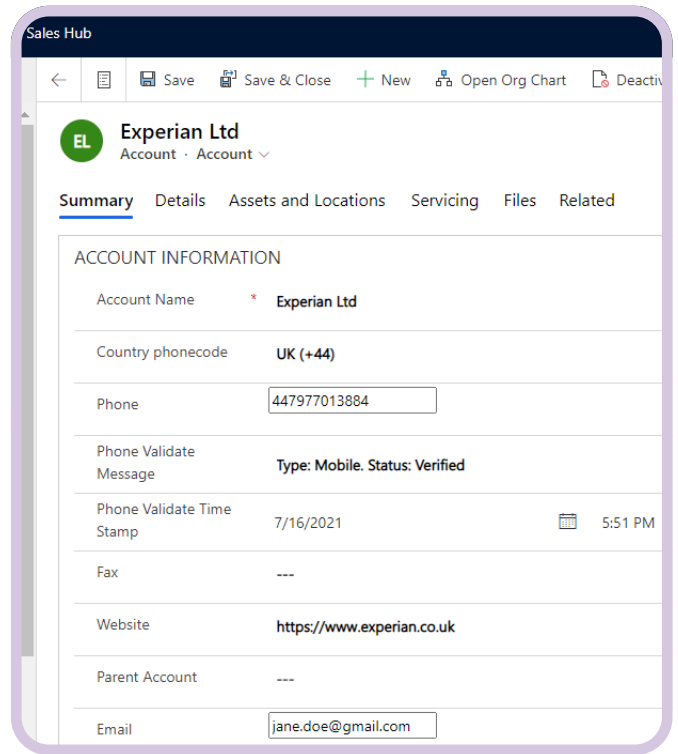


Cut operational costs

Correcting data issues in your CRM take time and money. Capture the correct information first time to boost employee productivity.



Standardise, complete and validate a postal address on the account creation page



View validation responses and time/date stamps on all Microsoft Dynamics 365 views

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