

# Global Data Quality for Salesforce

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



Protecting the integrity and quality of the contact data within Salesforce is an on-going challenge due to multiple users and points of data entry. Without a solution in place to ensure the data is accurate and complete, you risk having issues with business processes, missed sales opportunities and a poor customer experience.

As a Salesforce AppExchange Partner, our certified global data quality solution integrates seamlessly into Salesforce Sales Cloud and Service Cloud to ensure only accurate and correctly formatted addresses, email addresses and phone numbers enter your CRM system.

## Features and coverage

- Real-time standardisation and validation
- Global data coverage; 245 countries for address and 220 for phone
- Validation against official postal sources such as Royal Mail, USPS and Australia Post
- Automatic, regular address data update to validate against
- Autocomplete search for addresses
- Simple deployment of a single solution package
- Live ping to email inboxes and phone networks to check deliverability
- Local time and language displayed for validation timestamp and status
- Individual validation components or a single custom page available
- Data licensed on a transactional or annual basis
- Quick integration in less than an hour with default settings
- Free trial available
- Integration and customisation assistance available

## How it works

When a user creates or edits an account or contact record, the solution validates and standardises addresses, email addresses and phone numbers at the point of capture within the form for a seamless user experience.



**Address validation:** As the user types, the address search results are continually refined in a picklist. When the address is selected the address is standardised and auto-populated in the relevant fields.



**Email validation:** Instantly detects any format and syntax errors, confirms that the domain exists and checks to ensure the full email address is valid and deliverable.



**Phone validation:** Highlights and corrects any format issues, identifies a number as landline\* or mobile, returns the network provider and porting information and flags area.

\* Landline validation in selected countries.

## Benefits



### Improve conversion rates

Engage effectively with prospects, protect your sender reputation, and boost marketing campaign conversion rates with accurate contact data.



### Enhance your customer service

Avoid the potential for a misdirected invoice or order delivery issues. Accurate data enables you to reach customers and provide a seamless customer experience.



### Maximise sales opportunities

Remove the potential for human error and ensure only accurate data is collected. This is the starting point to help Sales teams reduce delays in lead follow up and build effective relationships with customers.



### Cut operational costs

Reduce time spent manually correcting data in Salesforce. By capturing correct data the first time, you can reduce shipping costs and ensure employees spend their time where it matters most.

The screenshot shows the Salesforce 'Account' creation page for 'Collesel Inc.'. The 'Billing Address' field is active, displaying a dropdown menu with suggestions for '6498 State St' at various locations: Garden MI 49835, Huntington Park CA 90255, Omaha NE 68152, Quincy IL 62305, Saginaw MI 48603, and Salem OR 97317.

## Compatibility

- Sales Cloud and Service Cloud, with support for both Classic and Lightning
- Standard Objects, Custom Objects and custom Visualforce pages
- Standard/custom fields
- Salesforce State/Country picklists

-Standardise, complete and validate a postal address on the account or contact creation page.

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