

# Experian Data Validation for Salesforce Sales/Service Cloud

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



Only 50% of organisations believe that their CRM data is clean and able to be fully leveraged, according to Experian's 2021 Global Data Management Research Report. Without a solution in place to ensure that the customer contact information in your system 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 data validation app quickly validates, standardises and enriches addresses, email addresses and phone numbers globally in real-time. It works seamlessly within your CRM system to eliminate the potential for human error in data entry and ensure that data standards are adhered to.

## Features and coverage

- Two package versions available; Classic or Lightning
- Global data coverage; 245 countries for address and 240 for phone
- Validation against official postal sources such as Royal Mail, USPS and Australia Post
- Automatic, regular address data updates
- Autocomplete search for addresses
- Geolocation data available for addresses globally
- Live ping to email inboxes and phone networks to check deliverability
- Simple deployment of a single solution package
- Data licensed on a transactional or annual basis
- Developed and maintained in-house by Salesforce specialists
- Quick integration in less than an hour with default settings
- Free trial available
- Integration and customisation assistance available
- 24/7 customer support globally

## How it works

When an account or contact record is created or updated, our app validates, standardises and enriches addresses, email addresses and phone numbers at the point of data entry within the form for a seamless user experience.



**Address validation:** Continually refines address search results as the user types. Once selected, the valid address is standardised, auto-populated in the relevant fields and enriched with geocodes.



**Email validation:** Instantly detects format and syntax errors, confirms that the email address exists and checks it is valid and deliverable with the mailbox provider.



**Phone validation:** Detects and corrects format issues, identifies the number, checks with the network provider to ensure the number exists, is active and contactable.

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### Benefits



#### Improve conversion rates

Avoid losing contacts and leads due to accidental typos. With valid data, you can effectively engage with prospects and boost marketing campaign performance.



#### Enhance your customer service

Avoid the potential for a misdirected invoice or order delivery issues. Accurate data enables call centre employees to provide a seamless customer experience.



#### Maximise sales opportunities

Remove the potential for human error and ensure only accurate data is collected. This reduces delays in lead follow up and ensures messages reach the intended audience.



#### Cut operational costs

Reduce time spent manually correcting data in Salesforce. By preventing fake or inaccurate data from entering your CRM system, employees can spend their time where it matters most.

The screenshot shows the Salesforce 'Accounts' page for 'Collesel Inc.'. The page has a navigation bar with tabs for Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, Contacts, and Campaigns. The 'Accounts' tab is selected. The account details are displayed in a form with the following fields:

- Account Type: Customer
- Industry: Media
- Employees: 1,000
- Annual Revenue: £30,000,000.00
- Account Description: Digital media, marketing and communications agency
- Billing Address: 6498 State Street

The 'Billing Address' field is highlighted, and a list of suggestions is shown below it:

- 6498 State St, Garden MI 49835
- 6498 State St, Huntington Park CA 90255
- 6498 State St, Omaha NE 68152
- 6498 State St, Quincy IL 62305
- 6498 State St, Saginaw MI 48603
- 6498 State St, 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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[www.experian.co.uk/business/data-quality](http://www.experian.co.uk/business/data-quality)

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