

# Experian Data Validation for Salesforce Commerce Cloud

Capture accurate customer information to deliver a superior customer experience



## Ensure the validity of your customers' contact details

It is easy to make mistakes when it comes to entering in contact information, especially during the online checkout process. However, these mistakes can lead to unnecessary costs, rework, and above all else, a less-than-desired customer experience.

To improve the capture of customer information during the online checkout process, Experian offers a seamless integration into Salesforce Commerce Cloud through a certified cartridge available on the Salesforce Commerce Cloud LINK Marketplace. The turnkey integration is compatible with both SiteGenesis and SFRA and works in real time, with no impact on the existing shopping experience.

## Benefits

By validating contact information, retailers can ensure that important communications are delivered no matter the channel. There are a number of benefits for retailers including:

- Improved delivery of transaction or receipt emails
- Reduction in delivery address corrections and re-delivery costs
- Improve conversion rates and marketing efficiency
- Deliver an enhanced customer experience

Experian's address, email, and phone validation solution ensures that only accurate and complete details are captured during checkout.

## Key features

- Real-time address, email, and phone validation and standardisation
- Integrated, turnkey solution
- International address data support for 245 countries based on postal authority regulations
- Easy-to-implement, easy-to-use technology
- Salesforce Commerce Cloud accreditation with support for both SiteGenesis and SFRA
- Dedicated Professional services support

## Get started

To enable the Experian functionality, you need to download the cartridge from the Salesforce Commerce Cloud LINK Marketplace and work with Experian to obtain activation codes for the validation capabilities you require.

Choose to activate the full suite of address, email and phone validation capabilities, or the individual components. Note, the functionality can also be adjusted to the specifications of your existing checkout process to ensure a seamless integration.