experian™

Global Data Quality for Microsoft Dynamics 365

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

Gold
Microsoft
Partner

Microsoft

Protecting the integrity and quality of contact data within Microsoft Dynamics 365 is an on-going challenge due to multiple users and points of data entry, as well as a high reliance on customers and employees to input data correctly. 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 certified Microsoft Gold Partner, our global data quality solution integrates seamlessly into Microsoft Dynamics 365 for Sales, Marketing, Field Service and Customer Service to ensure only accurate addresses, email addresses and phone numbers for your customers and prospects are captured and stored in your CRM system.

How it works

The solution works by validating the address, email address and phone numbers at the point of capture against authoritative data sources.

When a user creates a new record or edits existing information, data capture and validation happens in-line within the forms for a seamless user workflow.

Address validation: Allows a user to enter a minimal amount of information for a complete address to be returned, standardised and validated.

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

Phone validation: Runs the number through a series of algorithms to identify it as a mobile or landline*, flag up area code and format errors, and standardise the number.

Features and coverage

- Global data coverage; 245 countries for address and 220+ for phone
- Validation against official phone network and postal sources such as Australia Post, New Zealand Post, Royal Mail and USPS
- Simple deployment of a single solution package
- Default configuration with no coding required
- Real time contact data validation and standardisation
- Compatible with on-premise, hosted or hybrid deployments of Microsoft Dynamics 365
- Autocomplete functionality for address searching
- Live ping to email inboxes and phone networks
- Validation status and timestamp provided
- Global geolocation and New Zealand consumer data enrichment if enabled.
- Data licensed on a transactional, per seat or annual basis
- Quick integration in less than 30 minutes

*Landline validation available in selected countries.

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Benefits

Improve conversion rates
With accurate contact data, you'll drive better engagement and conversion rates with marketing campaigns while enhancing your sender reputation.

Enhance your customer service
With accurate contact data, you can ensure important updates reach the intended recipients and reach customers whenever you need to.

Maximise sales opportunities
Remove the potential for human error and ensure only accurate data is collected to enable your Sales teams to follow up on lead.

Cut operational costs
Correcting data issues in your CRM system takes time and money. Capturing correct contact data first time enables employees to focus their time where it matters most and improve productivity.
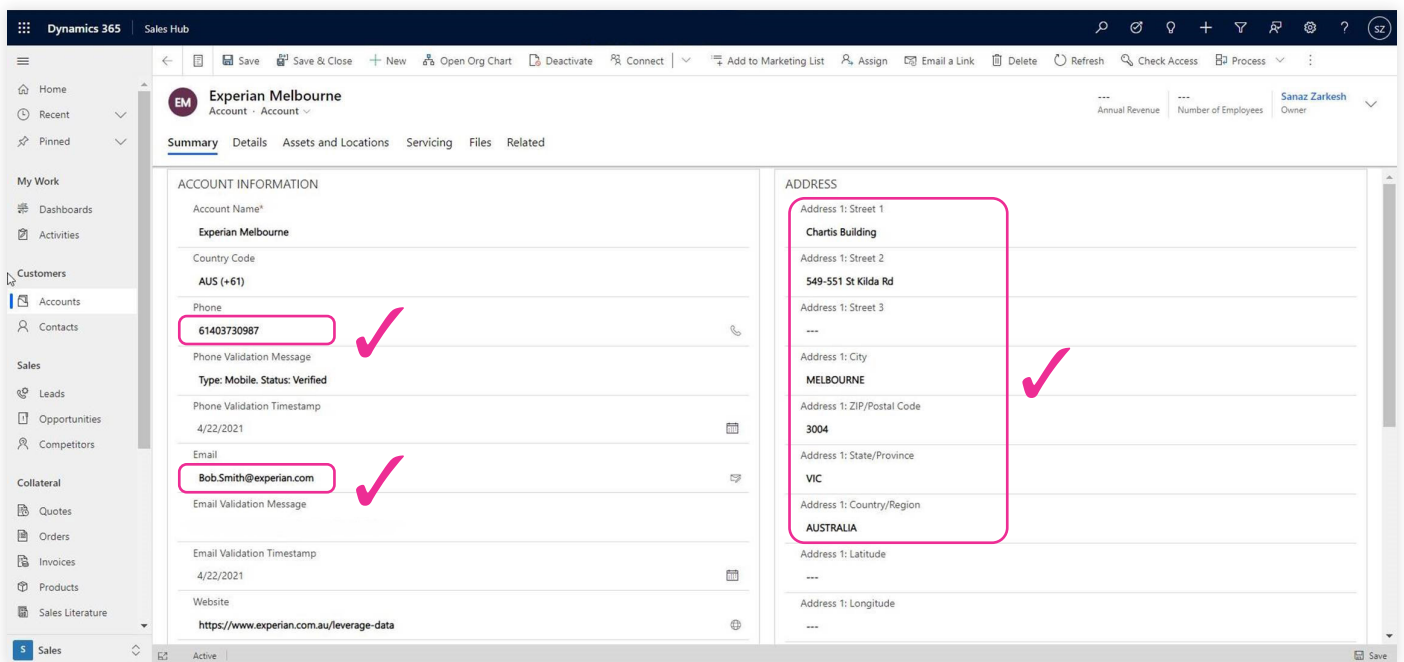
- Standardise, complete and validate a postal address on the account creation page

- View clear validation responses and time/date stamps for email & phone data on all Microsoft Dynamics 365 Views.

For more information, please get in touch

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