experian™

Data Validation for Microsoft Dynamics 365

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

Get it from **Microsoft AppSource**

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data is an on-going challenge due to multiple users and points of data entry in your CRM and data quickly becoming out of date.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 Microsoft Partner, you can trust Experian to help you achieve trusted data. Experian's data validation integration for Microsoft Dynamics 365 CE 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 validates and standardises postal addresses, emails and phone numbers at the point of capture to prevent inaccurate data from entering your system. Plus enrich records with a host of datasets, metadata and components to deepen customer understanding from day 1.

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 exists and can receive mail, corrects format errors, identifies consumer and business domains, and removes temporary and harmful emails.

Phone validation: Checks that the number exists and is contactable, corrects format errors, flags disposable numbers and returns information inc. number type*, country of origin, porting status.

*Landline validation available in selected countries.

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

- Broad enrichment capabilities

- 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

Data Quality for Microsoft Dynamics 365

Benefits

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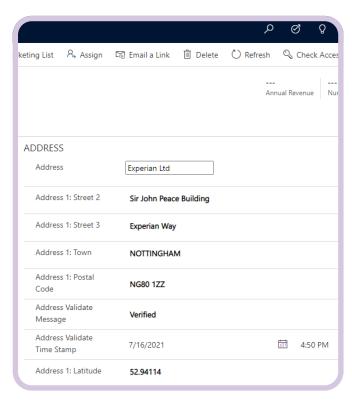Drive better engagement and conversion rates with your marketing campaigns, while protecting your sender reputation.

Enhance your customer service
Ensure important updates reach the intended recipient and reduce the time taken to deal with customer queries.
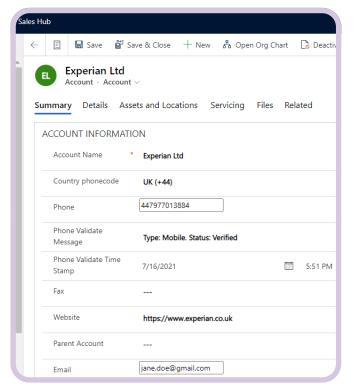
Maximise sales opportunities
Remove the potential for human error and ensure only accurate data is captured, so that Sales teams can successfully contact customers.

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