

Contact data verification for Salesforce Commerce Cloud

Gather accurate customer information to ensure better operations and a superior customer experience



Ensure the accuracy 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 when many consumers are distracted. 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 has integrated our address, email, and phone verification functionalities into the Salesforce Commerce Cloud.

Experian for Salesforce Commerce Cloud works in real time, with no impact on the existing shopping experience. This turnkey integration helps retailers improve conversion rates, increase marketing efficiency, and reduce operational costs through faster, more accurate form completion.

Maximize revenue and cut operational costs

By validating contact information, retailers can ensure that important communications are delivered no matter the channel. Here are just a few of the benefits retailers receive:

- Delivery of transactional or receipt emails
- Reduction in delivery address correction fees
- Identification of mobile vs landline phone numbers
- Better customer experiences by ensuring the right, expected messages are delivered

The benefits extend to all channels of customer engagement. Timely shipments also alleviate call center complaints and any associated customer dissatisfaction. Experian address, email, and phone verification tools ensure that only accurate information is captured during checkout to improve the customer experience at every touch point.

Experian for Salesforce Commerce Cloud features:

- Real-time address, email, and phone verification and standardization
- Integrated, turnkey solution
- International address data support based on postal authority regulations
- Easy-to-implement, easy-to-use technology
- Dedicated in-house support
- Salesforce Commerce Cloud accreditation with support for both SiteGenesis and SFRA

Integration overview

Experian offers a seamless integration into Salesforce Commerce Cloud through a certified cartridge available on the Salesforce Commerce Cloud LINK Marketplace and is compatible with both SiteGenesis and SFRA.

To enable the Experian functionality, retailers download the cartridge from the Salesforce Commerce Cloud LINK Marketplace and work with Experian to obtain activation codes for the functionality they require. Retailers can elect to use the entire suite of address, email and phone verification, or the individual components they require. The functionality can be adjusted to the specifications of each retailer's existing checkout process to ensure a seamless customer experience.

How it works

1

The screenshot shows the 'SELECT OR ENTER SHIPPING ADDRESS' step in the Salesforce Commerce Cloud checkout process. The page includes a search bar at the top and navigation tabs for 'NEW ARRIVALS', 'WOMENS', 'MENS', 'ELECTRONICS', and 'MISC PRODUCTS'. The progress bar indicates 'STEP 1: Shipping' is active, followed by 'STEP 2: Billing' and 'STEP 3: Place Order'. The form fields include: First Name (Bill), Last Name (Sherman), Address 1 (101 Stegall), Address 2 (101 Stegall Rd, Clarksville AR 72830), City (Dinosaur), ZIP Code (81610-5016), Country (United States), State (Select...), and Phone (6514566855). A green checkmark is next to the phone number, and a note says 'Why is this required?'. A checkbox at the bottom is labeled 'Use this address for Billing'.

2

The screenshot shows the 'SELECT OR ENTER BILLING ADDRESS' step in the Salesforce Commerce Cloud checkout process. The page includes a search bar at the top and navigation tabs for 'NEW ARRIVALS', 'WOMENS', 'MENS', 'ELECTRONICS', and 'MISC PRODUCTS'. The progress bar indicates 'STEP 2: Billing' is active, followed by 'STEP 1: Shipping' and 'STEP 3: Place Order'. The form fields include: First Name (Bill), Last Name (Sherman), Address 1 (101 Stegosaurus Fwy), Address 2 (APO/FPO), City (Dinosaur), ZIP Code (81610-5016), Country (United States), State (Colorado), and Phone (6514566855). A green checkmark is next to the phone number, and a note says 'Why is this required?'. A checkbox at the bottom is labeled 'Please add me to Salesforce Commerce Cloud's email list. Salesforce Commerce Cloud does not share or sell personal info.'

3

The screenshot shows the 'SELECT OR ENTER BILLING ADDRESS' step in the Salesforce Commerce Cloud checkout process. The page includes a search bar at the top and navigation tabs for 'NEW ARRIVALS', 'WOMENS', 'MENS', 'ELECTRONICS', and 'MISC PRODUCTS'. The progress bar indicates 'STEP 2: Billing' is active, followed by 'STEP 1: Shipping' and 'STEP 3: Place Order'. The form fields include: First Name (Bill), Last Name (Sherman), Address 1 (101 Stegosaurus Fwy), Address 2 (APO/FPO), City (Dinosaur), ZIP Code (81610-5016), Country (United States), State (Colorado), and Phone (6514566855). A green checkmark is next to the phone number, and a note says 'Why is this required?'. A checkbox at the bottom is labeled 'Please add me to Salesforce Commerce Cloud's email list. Salesforce Commerce Cloud does not share or sell personal info.'

Check out our listing on the Salesforce Commerce Cloud LINK Marketplace

Get started