

Collect accurate contact details within your application

QAS for Salesforce.com



Improve and maintain contact data quality within your CRM application

Contact data enters your organisation through multiple channels on a daily basis, meaning the risk of poor data quality is high. Inaccurate contact data within your CRM database can impact almost every area of your organisation. For example, if you rely on your contact database for marketing activity, inaccurate contact details such as a name and address may mean communications are incorrect, or are not received at all. Operational efficiency may also be reduced and business decisions based on contact data can be compromised. With organisations estimating they waste 19% of revenue through the use of bad data¹, don't let your organisation be part of this statistic.

The solution – QAS for Salesforce.com

QAS for Salesforce.com is an on demand contact data management solution that swiftly captures and verifies contacts details against authoritative international data sources at the point of data entry. It ensures contact information has been added accurately, and that it is correctly formatted. The on demand platform is housed at Experian's data centre which offers a robust, reliable and highly secure infrastructure ensuring the service is operational 24 hours a day. Data updates are automatically applied ensuring only the latest contact information is retrieved.

Business benefits

Enhanced analysis and reporting
QAS for Salesforce.com guarantees contact records are accurate, making database analysis easier and results more reliable. Additional valuable contact information such as names or business data can be added at the point of data capture, allowing profiling and segmentation of your database for intelligent decision making and effective marketing. Mosaic data can also be added to further enhance contact records, painting a rich picture of UK consumers in terms of their socio-demographics, lifestyles, culture and behaviour to provide the most accurate and comprehensive view of UK consumers.

Increase the ROI from your salesforce.com investment

An application is only as good as the

contact data stored within it. Investing in data quality from the outset will increase your ROI and ensure you are getting the most out of your salesforce.com investment. Enhanced data quality will facilitate cost reductions, and allow you to up sell and cross sell to customers.

Reduce data administration time and lower costs

QAS for Salesforce.com significantly reduces the keystrokes required to capture and record a full address as it enters your CRM application. As a result, contact data is entered quickly and accurately.

Improved customer perception

Recording a contact's full address

from minimal information creates a professional first impression. It eliminates problems with misheard or wrongly spelt information and ensures hand written addresses are accurately recorded. Correctly addressed and efficiently delivered communications will grow customer confidence in your organisation and protect future revenue opportunities.

Key features

- Available as an integrated, off the shelf solution for salesforce.com users
- Flexible and customisable to fit with your business processes
- Ability to control user access and permission levels for access to datasets

¹Global contact data management report, Dynamic Markets.

- Allows simple searching which is intuitive for users
- Has the ability to append additional data such as names and business data
- Opportunity to search across international data
- Accredited by salesforce.com

Platform and version availability

The QAS for Salesforce.com solution is tested alongside each release of Salesforce CRM to ensure the solution continues to work and function as you require.

“The Experian QAS integration into Salesforce CRM is an exciting proposition as our customers can now be confident that accurate contact data is entering their application, a vital ingredient for effective customer relationship management.”

Dr Steve Garnett
Chairman
Salesforce.com EMEA

Technical Support

QAS for Salesforce.com is fully supported by Experian QAS Technical Support. This will be available as standard from 08.30 – 18.00. A service level agreement is also in place which provides users with an on demand infrastructure 24/7.

About Experian QAS

Experian QAS provides contact data management (CDM) software and services that help organisations drive value from their data. Every organisation stores contact information on its customers, prospects, suppliers and employees. Over 10,000 organisations worldwide choose QAS products and services to manage the quality and accuracy of this data to improve business processing, financial performance, efficiency and the customer experience. The CDM capabilities include data auditing and standardisation, validation and cleaning, matching, suppression and enhancement. Specialist Authentication solutions are also offered to meet the growing demand for electronic identity verification in the wake of rising ID-related crimes.

Award winning QAS solutions are a result of year-on-year investment in technology development since 1991, to ensure each solution delivers the highest level of functionality and service support.

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