

QAS for Microsoft Dynamics CRM

Improve and Maintain Contact Data Quality



Microsoft
GOLD CERTIFIED

Partner

Overview

Contact data enters your organization through multiple routes and channels. Any organization that wishes to build their prospect, customer, or business partner list, will be faced with data quality challenges.

Bad contact data affects sales and marketing performance, drives unnecessary costs, and hinders demographic analysis. Currently, organizations waste 19% of revenue on bad data (Experian QAS Global Research Report 2008); all of which could be saved by leveraging a contact data integrity tool.

QAS for Microsoft Dynamics CRM is a software solution that ensures only accurate contact data enters the MS CRM system. QAS for Microsoft CRM works at the point of entry by verifying address details in real-time against authoritative data sources. The integration ensures that valid and consistently formatted information is committed to the database, improving back-end marketing and sales activities.

Increasing ROI

An application is only as good as the data stored within it. Investing in data quality from the outset will increase your CRM ROI. With more detailed contact information, expect follow up activity improvements, which will ultimately speed the sales cycle and generate greater revenue.

Reducing Costs and Rework

Verifying addresses prior to system entry eliminates unnecessary costs and staff rework. Inaccurate address data gone unchecked translates into dollars lost in follow up campaigns and potential revenue uncollected.

The excessive bad data costs are further fueled by productivity losses. As data inaccuracies are uncovered,

through returned mail or telephone inquiries, staff resources need to be re-routed to update missing data.

Enhancing Data Analysis & Reporting

With accurate and standardized contact data, analysis is easier and more reliable. QAS for Microsoft CRM can also enrich the capture process by pulling verified contact and business information.

Greater contact visibility will improve database profiling and segmenting, which in turn will lead to more intelligent marketing and sales efforts.

QAS for Microsoft CRM Features

- Out-of-Box MS CRM integration
- Microsoft Certified solution
- Real-time address verification

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- Real-time address standardization
- Intuitive and user friendly address searching functions
- Data appends such as contact name or business data
- Access to international data

Platform and Version Availability

QAS' real-time address verification functionality is available for Microsoft® Dynamics CRM Sales and Microsoft® Dynamics CRM Customer Service applications. The integration works within all application versions, up to version 4, on Windows Server 2003 Standard, Enterprise, or Web Editions.

Maintaining data over time

In addition to real-time address verification, QAS offers a back-end, bulk processing tool. QAS Batch enables CRM users to systematically clean existing database records to keep information from expiring. The product is often used prior to a data migration project to update and standardize current contact data but should also be used for regular database audits.

Integration Details

QAS for Microsoft CRM utilizes the QAS Pro Web API to verify address information in real-time. It integrates

seamlessly into Microsoft Dynamics CRM by making use of its extensive architecture, allowing for third-party communications to take place.

QAS functionality integrates directly into the address forms within Microsoft Dynamics CRM. Implementation is achieved by using ASP.NET 2.0 server pages that are installed as a web application on the Microsoft Dynamics CRM website. This standard integration covers the four main address touch points: Leads, Accounts, Contacts and Addresses.

Professional Services & Support

QAS support is available to ensure clients leverage the full extent of QAS functionality.

Additionally, professional services will:

- Prepare free data audits to help interpret database health
- Suggest strategies to better leverage QAS functionality

About Experian QAS

Experian QAS provides data quality software and services that help organizations drive value from their data. Every organization stores information including address data on its customers, prospects, suppliers and employees. Over 10,000 organizations 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.

Award winning QAS products and services 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.

