

FACT SHEET /

DQ-Connector salesforce.com



The following also applies to on-demand CRM systems such as salesforce.com: Only the highest address quality and duplicate-free customer data enable the Single View of Customer. On this basis, sales opportunities can be identified more quickly and used more efficiently. The quality of the database is just as decisive for successful customer acquisition and customer care. The Uniserv DQ-Connector for salesforce.com CRM makes a substantial contribution to increasing the data quality in salesforce.com CRM, since it enables the productive capacity of the CRM to be utilized in full.

1. Provisions

- Prevention of added costs and damage to the image which can be caused by incorrect addresses and dead letters.
- Prevention of duplicates in contact data which undermine the objective target and mode of operation of a CRM system, because different information on the same customer in various data records counteracts the goal of a complete, single 360° view of sales, marketing, professional services and the help desk. The efficient overall use of the CRM system is thereby inhibited.
- High-speed access and error-tolerant searching for information in the salesforce.com system. Care during data entry is guaranteed and promoted by fast processing times. The status quo of the customer data in the CRM system therefore remains at a high level in the long-term.

2. Advantages

- Very simple Plug&Play installation on the AppExchange platform at www.uniserv.com/appexchange
- Guaranteed high quality of the data in the salesforce.com CRM system
- Highly efficient sales and marketing processes
- Increased customer satisfaction and stronger ties with the customer
- Motivated employees who outwardly represent the quality demands of the company with regard to customer contact through a well maintained CRM system

3. Functions

The Uniserv Data Quality Connector provides routines for increasing and securing the data quality in salesforce.com CRM:

- **CUSTOMER DATA SEARCHING WITH AN OPTIMUM QUALITY LEVEL**
- **ENTRY AND CHANGE OF CUSTOMER DATA**

The quality assurance functions are used as required, either separately or in combination. These quality assurance functions enable the following:

➤ **VALIDATION AND, IF REQUIRED, CORRECTION OF THE ADDRESS:**



Validation, standardization and correction of addresses as they are entered (real-time)

Automatically generated select list of the possible address candidates after the input of an ambiguous address

Enhancement with additional address elements

Automatic validation of postal correctness without an „extra click“

➤ **CHECK FOR POSSIBLE DUPLICATES**

Rapid error-tolerant and individually parameterizable check for possible duplicates - directly during saving

Duplicate recognition is automatically started for each new entry or change of an account

The duplicate candidates are error-tolerantly compared with each other in the duplicate matching

If a duplicate is suspected, a list of possible duplicates is generated. After selection, the user goes directly to the change dialog. Data cleansing cases can also be created in the duplicate dialog.



4. Technical requirements

- The DQ Connector salesforce.com can be operated from the Salesforce Enterprise Edition.
- A salesforce user with administrator rights is required for the integration.

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Data Protection: As specialists in the management of address and customer data, we recognise the great importance of data protection and data security. It goes without saying that all the regulations and guidelines of the Federal Data Protection Act (BDSG) are strictly complied with at our company.