

DATA QUALITY FOR SALESFORCE

DATA. JUST. RIGHT.

You have chosen the Sales Cloud - the worldwide leading CRM solution. In other words, you now have the very best foundation for efficient sales, marketing and service processes. However, the success of a CRM initiative is highly dependent on the quality of data it uses.

INCREASE YOUR CUSTOMER SUCCESS

A top CRM system requires equally top condition data. Salesforce provides a wide range of first-class functions. However, dashboards, automatic workflows, marketing and sales automation are of little help when the data being processed in Salesforce is not correct. As the benchmark for international address checks, we provide you with the highest data quality for your customer and business partner data – the foundation for successful implementation of your CRM strategy.




DATA. JUST. RIGHT. APP

We provide data competence in a simple-to-integrate app. A high-quality address check is more than just a search engine. Did you know that ...

- ▶ the German address „Kantstr. 12, Fehmarn“ was renamed into „Zum Osterzoll 5, Fehmarn“. We know this and about 5000 other renames in Germany per year and update your addresses immediately during input or as part of an anti-aging action.
- ▶ the British address „Ramsey Road, Manor Farm, Winchester“ should be „Manor Farm, Romsey Road, Pitt, Winchester, SO22 5QX“. We recognize and correct write errors, add elements and assign the address elements to the correct fields.
- ▶ the French address „Carrefour Direction Regionale, 400 Avenue Roumanille, 06410 BIOT“ is correct for a visit of this company, but the CEDEX address should be used for the postal delivery. Our postal check, certified by La Poste for France, provides you with exactly the information you need for your processes.

WE INCREASE YOUR SALES FORCE

With high quality data in your sales cloud, routine tasks in sales, service and marketing can be automated; meaning that the respective teams involved have more time for generating leads and securing contracts:

- SALES**
 **Operational Excellence** – Correct data ensures that your sales staff have as much time as possible for sales activities – from lead generation to final invoicing.
- SERVICE**
 **First class customer experience** – Enable your service staff to provide personalised, dialogue-orientated and fast service across all channels.
- MARKETING**
 **Personalisierte Customer Journey** – Address your customers during every phase of the customer relationship and easily network yourself across all channels.



SMARTER AND FASTER SELLING – YOUR ADVANTAGES



HIGHER PRODUCTIVITY

Irrespective as to whether you are an outside representative, or work in an office – quality-guaranteed address data means that everybody can concentrate on their actual task: making sales. No undeliverable mailing campaigns, no unnecessary postage costs, no delays when visiting customers ...



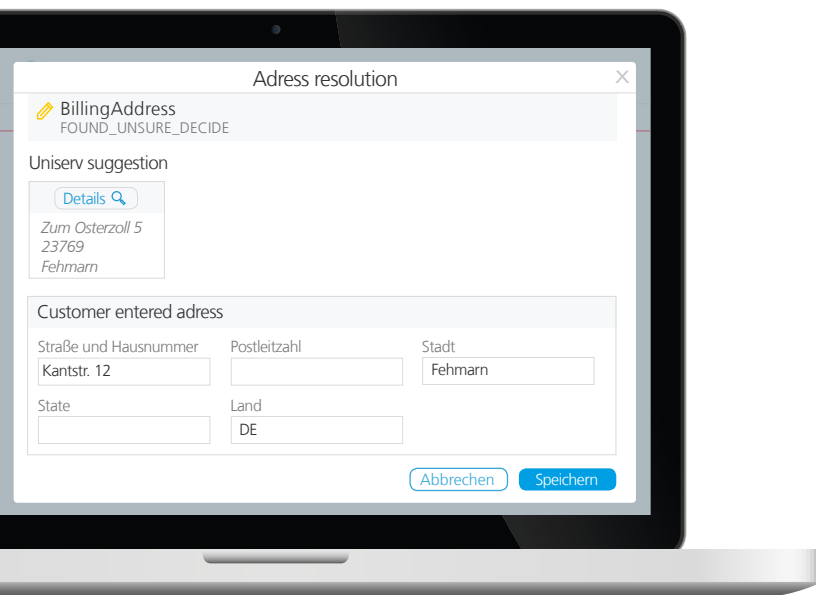
BETTER DECISIONS

With our Data. Just. Right. app all data in your sales cloud is available centrally and with guaranteed quality. This means that your Salesforce dashboards and reports deliver definitive prognoses for well-founded business decisions.



MORE LEADS

Successful lead management must have correct data. You must know your existing and prospective customers and process a wide range of information to be able to reach them with the right message at the right moment.



FUNCTIONS

As the European market leader for customer data management we guarantee permanently high quality data in your sales cloud. How is this possible? Quite simple: The installation of our Uniserv Data. Just. Right. app is performed with the AppExchange platform of salesforce.com. Following simple adaptation to your individual requirements a postal address check is performed automatically - for new entries or changes of leads, contacts or accounts.



Just scan the QR code for more information about the Data. Just. Right. App on our website.

THESE QUALITY ASSURANCE FUNCTIONS ENABLE:

- ▶ Validation, standardization and correction of addresses immediately during input (i.e. in real time)
- ▶ Automatically created selection list of possible address candidates following input of an ambiguous address
- ▶ Enrichment with additional address elements
- ▶ Automatic check of postal accuracy without an additional "click" being necessary
- ▶ Check of all stored contact addresses, such as billing, delivery and ordering addresses

LIGHTNING READY

The new Sales Cloud gives you a next-generation user experience and provides the best possible support for modern working practices. Our app is 100% Lightning ready and supports all functions of the **Salesforce Lightning Experience**. The app can be easily integrated into any Salesforce applications you have modified.

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