



# Data Quality Add-Ons for Microsoft Dynamics® CRM

## Clean and Enrich Your CRM to Transform Your Business

Maintaining high quality data is a challenge in today's ever-changing business environment. Many companies have incomplete information about customers, and their existing information changes or goes stale at a rate of 2-4% each month. Melissa's Data Quality add-ons for Dynamics CRM make your customer data clean and reliable, turning stale data into a valuable asset for sales and marketing success.

- **Verify, correct and append contacts** before they enter the CRM
- **Improve lead scoring**, sales follow up, and marketing initiatives with up-to-date contact information
- **Protect the quality of your customer data** with data cleansing in real-time at point of entry or in batch

### Melissa Add-Ons:



**Personator®** – a unique, all-in-one service that verifies, updates and completes U.S. and Canada contact data in real-time.

- **Identity:** matches a name to an address for quick, simple customer identity verification
- **Verification:** validates, corrects and standardizes contact name, address, phone, and email
- **Update:** move updates the addresses of U.S. and Canadian customers that have moved – 10+ years of move history
- **Data Append:** adds missing consumer and business name, phone, and email to fill in the gaps in your customer records
- **Enrichment:** adds detailed demographic information like date of birth, deceased info, marital status, household income, as well as rooftop geographic data (latitude-longitude coordinates) associated with an address

Microsoft Dynamics CRM    Sales |    Contacts |    Eileen Kolkey |

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CONTACT

## Eileen Kolkey

Basic Details	Name Details	Address Details
Full Name <b>Eileen Kolkey</b>	Gender <b>F</b>	City Abbreviation <b>San Diego</b>
Company Name	Gender 2	State Name <b>California</b>
Address Line 1 <b>12626 Crest Knolls Ct</b>	Salutation <b>Ms. Kolkey</b>	Address Type Co <b>S</b>
Address Line 2	Name Prefix	Country Code <b>United States of America</b>
Suite	First Name <b>Eileen</b>	Delivery Indicator <b>U</b>
Address Extras	Middle Name	Urbanization Name
Private Mailbox	Last Name <b>Kolkey</b>	Carrier Route <b>C016</b>
City <b>San Diego</b>	Name Suffix	Delivery Point Co <b>26</b>
State/Province <b>CA</b>	Name Prefix 2	Delivery Point Ch <b>9</b>
ZIP/Postal Code <b>92130</b>	First Name 2	UTC <b>-08:00</b>
Plus 4 <b>2411</b>	Middle Name 2	
Address Key <b>92130241126</b>	Last Name 2	
Phone Number <b>8584815922</b>	Name Suffix 2	
Email Address <b>kkcoolmom@earthlink.net</b>		

*Personator returns a wealth of information associated with a contact leveraging a multi-source database of more than 2 billion records.*

# Get Started Today!

>> Request a Free Trial: [www.melissa.com/dqynamics](http://www.melissa.com/dqynamics)

## Melissa Add-Ons:



**Global Verify** – validates contact data as it is entered.

- **Address:** verifies, corrects and standardizes addresses for 240+ countries
- **Email:** pings email mailbox in real-time to ensure it is real
- **Phone:** verifies phone number and authenticates ownership for mobile phones
- **Name:** parses, corrects, and genderizes names from all over the world, plus flags suspicious/vulgar names



**Global Express Entry** – autocompletes an address as it is entered to save 50% on keystrokes and ensure only the perfect addresses enter your system.

Address 1: Street 1	<b>111 Andrew</b>
Address 1: Street 2	111 Andrew Road, St, Neots, Cambridgeshire, PE19 2PP,...
Address 1: City	111 Andrew Road, Leicester, Leicestershire, LE7 7BD, Unit...
Address 1: State/Province	111 Andrew Road, Penarth, South Glamorgan, CF64 2NU,...
Address 1: ZIP/Postal Code	111 Andrew Paton Way, Hamilton, Lanarkshire, ML3 0GA,...
Address 1: Country/Region	111 Andrew Lane, Stockport, Cheshire, SK6 8JD, United K...
Address 2: Street 1	111 Andrew Lane, Stockport, Cheshire, SK6 8JD, United Kingdom
Address 2: Street 2	111 Andrew Crescent, Waterlooville, Leicestershire, LE7 7BD, Unit...
Address 2: City	111 Andrews Street, Leicester, Leicestershire, LE3 5PA, U...
Address 2: State/Province	
Address 2: ZIP/Postal Code	
Address 2: Country/Region	7 results <span style="float: right;">Express Entry - UK</span>



**Business Coder** – adds detailed firmographic data to business records including company, job title, contact information (name, address, phone, email), employee size, sales estimate, NAICS/SIC code, and more. Covers 25 million U.S. businesses.

## About Melissa

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. More than 10,000 clients worldwide in arenas such as retail, education, healthcare, insurance, finance, and government, rely on Melissa data quality and ID verification software, including data matching, validation, and enhancement services to gain critical insight and drive meaningful customer relationships.

### Melissa

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