

Duplicate Contact Records and Merges [1]



November 7, 2019 by [jennifer.mortensen](#) [2]

NOTE This task requires assistance from your [eComm Specialist](#) [3].

Many of us encounter duplicate contact records in Salesforce, but why do they exist if all data is supposed to be cleaned and validated in MDM before populating in Salesforce? The answer depends on the kind of duplicate you encounter.

NOTE FOR ECOMM SPECIALISTS The current process for duplicate resolution is creating a New DCR (Related > Data Change Requests) in Salesforce. Contact [Daniella Torres](#) [4] if you have questions or concerns.

Individual Contact Duplicates

If you encounter duplicates that are both/all [individual contact](#) [5] records, that means that the duplicates are originating from a CU source system that either 1) has the same duplicate issue, or 2) has different rules for identifying duplicates. For example, eComm uses email address as the method to identify duplicates. However, duplicate rules in source systems and MDM are different and sometimes include first and last name as well. Here's an example:

- In eComm, two contacts with the same email address where one is named Robert Martinez and the other is named Bob Martinez would be considered a duplicate record.
- In other systems, two contacts with the same email address where one is named Robert Martinez and other other is named Bob Martinez would be considered two separate contacts.

The eComm team is continually working with the COE and UIS to review rules for duplicate management, and many of these records are corrected by existing automated match jobs. However, if you encounter a duplicate that falls into this category, please contact your [eComm Specialist](#) [3] so it can be added to our duplicate management queue. Because these duplicates have to be merged in the source system, they will generally be resolved in two to three weeks.

Standard Contact Duplicates

[Standard contact](#) [5] duplicates where either one or more standard contacts is a duplicate of a single [individual contact](#) [5] are handled slightly differently. A nightly automated match job runs in Salesforce to merge standard contacts and individual contacts who have the same email

address (matching against all email fields on the contact record). The match job runs in batches of 900 per night. This job generally clears up many standard contact duplicates, except in cases where an email address doesn't match despite the contact being the same person.

If you notice a standard contact duplicate that likely won't be picked up by the nightly match job, contact your [eComm Specialist](#) [3] so it can be added to our duplicate management queue. These duplicates will be resolved in one week.

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