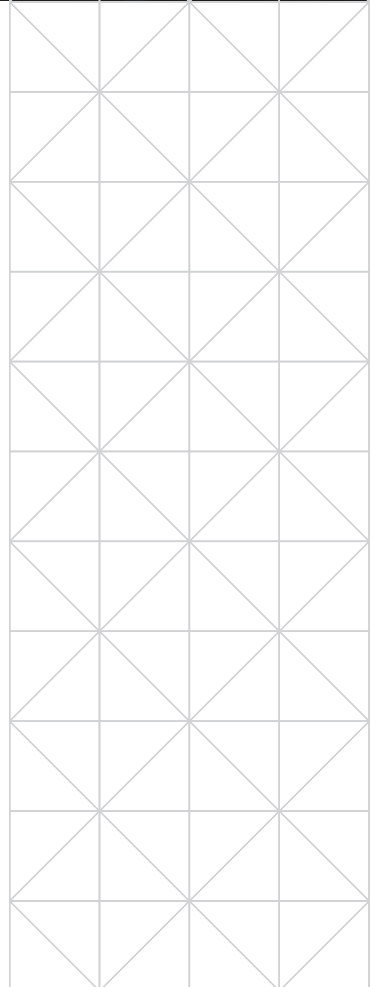


TALES FROM THE CUSTOMER JOURNEY

# A Road Well Travelled

## Local Search Gone Wrong

It's the middle of the night, you're on vacation and your child has a terrible cough. You get in the rental car and use your phone to search for an open drug store near you. Your smartphone shows a few options – one is 3 miles away and another 3.5 miles away. With the hope of some sleep in your future, you choose the one that is a bit farther because it's the same chain as your trusted pharmacy back home. You drive the 3.5 miles only to find a dark, boarded up, out-of-business drug store. You sigh. You're exhausted and now the chance of getting back to sleep seems like it's slipping away.



## A Customer Experience Moment

In our increasingly connected world, customers are overwhelmed by all the ways to connect with brands while they weigh risks of security and privacy. At every point on their journey, across every channel online and offline, customers expect a great experience to support the trust they place in their favorite brands. But sometimes these moments that matter most do not live up to their expectations.

## Why Does This Moment Matter?

Every touch point on the customer journey is important - from customers finding you, to keeping them happy, loyal and coming back for more. When the experience is broken especially when a customer needs to be able to depend on your brand, there's a strong emotional reaction that lingers with customers. They will share their experiences - good and bad - with friends and family. And next time they need a product or service, they'll remember and search for an alternative if the experience didn't live up to their expectations the last time.

## A Trusted Solution

With the increasing importance of local for Brands, this moment gone wrong could have easily been avoided. Neustar Localeze is a trusted business listings identity management service for local search. As a trusted partner, Localeze maintains direct, authorized relationships with local search platforms, national and regional brands, channel partners and local businesses. Localeze provides tools to verify, manage and enhance the identity of local online listings.

To learn more, visit [www.communications.neustar](http://www.communications.neustar)

# About Neustar

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As one of the few companies capable of knowing with certainty who is on the other end of every interaction, we're trusted by the world's great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical real-time responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone isn't who they claim to be, which helps stop fraud and denial of service before they're a problem. Because we're also an experienced manager of some of the world's most complex databases, we help clients control their online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 11,000 clients worldwide with decisions—not just data.

More information is available at

[www.home.neustar](http://www.home.neustar)