

## KEY TAKEAWAYS

10M

additional wireless  
phone numbers  
identified

x2

Doubling numbers  
identified to mitigate  
risk of TCPA violation

# Top 5 P&C Insurance Carrier Mitigates TCPA Risk with Neustar

## The Challenge

A top five property and casualty insurance carrier was manually scrubbing landline vs. wireless numbers to reduce the risk of TCPA violations. The carrier felt they had a strong handle of their own records, finding that 7M of their 31M phone records were wireless and required immediate attention to avoid TCPA violations. But they wanted Neustar to confirm the accuracy of their findings.

## The Neustar Solution

Using Contact Compliance Risk solutions, Neustar both provided additional phone-to-name matching and predictive insights on activity levels associated with each number. Additionally, Neustar scored each number for risk of dialing.

## The Outcome

Rather than the 7M the carrier had originally identified, Neustar found that, in fact, the carrier had 17M wireless phone numbers—more than double the original assessment. The additional consumer intelligence Neustar provided transformed the carrier's dialing strategy, leading to additional operational efficiency.

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