Reach the Right Party and Generate More Revenue per Dial with Intelligent Data Insights

Collecting on outstanding debt requires contacting the right party. But to mitigate the risk of TCPA violation, many high-calling companies are now dialing mobile phones manually, which is inefficient, costly, and still no guarantee of reaching your intended contact.

With over 80% of outbound calls going unanswered or ringing to the wrong party, and industry-wide right-party contact rates hovering at a dismal 3%, how do you increase your chances of getting a consumer to answer the call without increasing your risk of TCPA violations?

For decades, contact centers have relied on their CRM and credit bureau/demographic information for their contact strategies. But these methods emphasize quantity over quality, with stale data, major gaps in coverage — often as high as 40% of phones — and lack of any true insight into crucial phone behavior, like the best time to call a particular consumer.

And with the widespread adoption of mobile phones as the device of choice, most homes in the U.S. no longer have a landline phone. Taking into account the increased cost, risk and exposure when dialing wireless numbers, how do you identify and prioritize the right numbers to call?

The answer: complete consumer contact insights fueled by authoritative data.

WANT TO KNOW...

...exactly who to contact?

...exactly which number to use?

...exactly what day and time to contact them?

Better Customer Data Means Better Operations

Increase the efficiency of your outbound call center operations, while also reducing various compliance, financial and reputation risks. Phone Behavior Intelligence not only offers a more reliable way to validate and verify phone ownership, but also provides critical consumer contact intelligence—including predictive insights on the best phone number to use and best time to call—to drive higher RPC and revenue-per-dial KPIs. Make the right connection the first time, at the right time, and your odds of revenue recovery increase exponentially.

Phone Behavior Intelligence “fills in the blanks” on your customer contact intelligence. Traditional data likely provides a few attributes (e.g., name, phone number), but provides very little insight into that consumer’s actual phone behavior. With consumers using multiple devices and consumer data constantly changing, having the most up-to-date information is crucial to making a connection.

- Identify contacts you are most likely to reach and collect from
- Know the best number to use and best day/time to call
- Prioritize a pool of contacts to capture more revenue per dial
- Mitigate risk of TCPA violation

With the authoritative data gathered from Neustar’s extensive network of trusted sources, you’re able to obtain a 360° view of your consumers to make informed decisions for outbound dialing strategies.

Why Neustar?

Neustar is the industry leader in consumer identity resolution. The Neustar OneID® system leverages hundreds of authoritative data sources, continuously corroborating consumer and device identity with an exceptionally high degree of trust, in near real-time.

- Trusted by all of the top 10 U.S. banks and top 10 credit card issuers
- Unparalleled coverage of wireless, VoIP, and non-public phone numbers
- Unique insight into billions of call transactions
- Management of over 90% of the U.S. caller ID market
- Precise linkages between a consumer’s name, phone number and phone activity
- Consumer data refreshed every 15 minutes

For more information about Neustar Phone Behavior Intelligence, please contact us at 1-855-898-0036 or send an email to risk@team.neustar.