Optimize Customer Interactions with Accurate and Complete CRM Data

Customer data is changing faster than ever. Do nothing and, on average, 60% of your CRM records will be inaccurate in only two years.\(^1\) The decay in CRM data undermines your organization’s ability to scale outreach, personalize, and enhance customer experiences.

Acquisitions, merged records, and data silos can lead to differing data schema. Bringing the data together into a single view is often difficult and expensive. How can you gain a single, 360° view of your customer, with records that update automatically when customer identifiers change?

*It’s time to stop guessing. The more you know about your customers the more effective your customer interactions can be. Build your business on a complete and up-to-date view of your customers.*


**Consolidated**
Combine records across systems, silos, and business units

**Complete**
Create a complete, persistent, and accurate view

**Dynamic**
Consumer changes pushed proactively to your CRM

**Unified**
Consistent cross-channel communications at scale

**Intelligent**
Simple integration; data when and how you need it

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\(^1\) [www.home.neustar/resources/whitepapers/consumer-identity-omnichannel-marketing](http://www.home.neustar/resources/whitepapers/consumer-identity-omnichannel-marketing)

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Every Year…

- **75M** People change their phone carriers
- **45M** People change their phone numbers
- **60M** People change their addresses
- **2.1M** People legally change their name
Identify The Same Customer on The Phone, at Point Of Sale, and During Sign-Up in Real-Time

Neustar Customer Identity Management proactively cleans, repairs, and fills in the gaps across your customer records, ensuring you have the most accurate and complete view of each customer. The process runs on top of the Neustar OnelID® platform, a repository that is updated and corroborated over two million times daily from over 200 authoritative sources. Changes in customer records are automatically pushed directly to your CRM, without the latency and errors associated with continuous bulk uploads.

Why Neustar?

Neustar provides the data and technology that enables trusted connections between companies and people at the moments that matter most. With 11 billion daily updates to customer data, continuously corroborated from over 200 authoritative sources, Neustar provides the most accurate, up-to-date, and complete identity information possible. Neustar serves more than 8,000 clients worldwide, including 60 of the Fortune 100.

For more information, visit www.risk.neustar, contact us at 1-855-898-0036 x4, or email risk@team.neustar.