Reach More Customers With a Robust CRM Augmented With Up-to-Date Data

One of the most valuable assets any organization owns is their first-party data on their customers. But in our fast-changing world, that data can quickly become stale. 60% of a typical customer’s data set is inaccurate after only two years and 5%-15% of the overall information in a CRM changes in any given month.¹

Your contact center could be wasting a lot of time and cost dialing wrong numbers. At a time when 80% of outbound calls are already going unanswered or ring to the wrong party, and industry-wide right-party contact rates sit at an abysmal 3%, the last thing you need to be working with is outdated customer information. In addition, reaching out to the wrong consumer raises your risk profile and exposes your organization to potential fines and lawsuits for violating Telephone Consumer Protection Act (TCPA) regulations.

**In a world where data is constantly changing, do you have a system in place to keep pace?**

The key for companies that depend on their CRM for customer outreach is to incorporate a sophisticated identity solution that relies on authoritative data sources and is refreshed in near real-time.

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¹Neustar internal research
Neustar Customer Record Enhancement

Increase the strength of your customer intelligence by filling in the details on your first-party data using Neustar Customer Record Enhancement. Not only will your call center operations become more efficient, you will also reduce your financial and brand reputation risks. By leveraging the industry-leading authoritative identity resolution OneID system, Customer Record Enhancement helps ensure the consumer data you rely on is accurate, complete, and up-to-date.

For each consumer record, Neustar will append up to five additional phone numbers, also including information on the phone type, in-service indicator, risk associated for TCPA regulations, and other useful attributes. These data insights enable you to prioritize dialing strategies for maximum operational efficiency revenue per dial.

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.

- Unparalleled coverage of wireless, VoIP, and non-public phone numbers
- Trusted by the top 10 U.S. banks and top 10 credit card issuers
- Unique insight into billions of call transactions
- Management of over 90% of the U.S. caller ID market
- Precise linkages between each consumer’s name, phone number and phone activity
- Hundreds of clients across a wide range of verticals, including finance, retail, healthcare, utilities, insurance, collections, and travel & hospitality
- Consumer data refreshed every 15 minutes

For more information about Customer Record Enhancement, please contact us at 1-855-898-0036 or send an email to risk@team.neustar.