

BUSINESS OBJECTS AND TRANSUNION

Accurate and Timely Contact Information for Enhanced Data Quality



TransUnion is your solution of choice when contact data quality, accuracy and timeliness are a must.

Benefits

- Maximize Marketing ROI
- Enhance CRM Database
- Manage Customer Lifecycle
- Maximize Collections and Minimize Claims

Capabilities

- Append US Phone Numbers to US Addresses
- Verify US Phone Numbers
- Append US Area Codes
- Reverse Phone Number Lookup

ENHANCE BUSINESS INTELLIGENCE WITH ACCURATE AND TIMELY CONTACT INFORMATION

Improve Data Quality

You're under increasing pressure to demonstrate ROI and improve operational efficiency across your organization. Millions of dollars are spent each year on applications to identify and target segments for customer acquisition and retention. And yet, inaccurate contact data can make the difference between a strategic and well-targeted campaign and one that simply misses the mark.

TransUnion works in conjunction with Business Objects data quality technologies to deliver trusted information right through the information supply chain. TransUnion offers a data enhancement option to more effectively target customers and prospects, enable better cross-selling opportunities, and complement your data quality strategy.

Maximize Marketing ROI

The TransUnion Phone Append service provides accurate and timely name, address and phone information to ensure you reach the right customer or prospect with your message at the right time. Unlike traditional data sources, TransUnion Phone Append contacts are sourced directly from telephone companies and are updated daily to guarantee contact data quality and up-to-date information. Whether you are acquiring a new customer or trying to retain an existing one, TransUnion Phone Append can improve the efficiency of your marketing and sales campaigns by maximizing your return on investment (ROI).

Now Business Objects customers can get seamless access to TransUnion's Phone Append service through BusinessObjects Data Quality XI. By accessing the TransUnion database, BusinessObjects Data Quality XI can deliver US phone numbers, address validation and area code updates in real time.



The Data Quality Process

The Business Objects Data Quality Process starts with data measurement and analysis, proceeds to data cleansing and consolidation, and provides continuous monitoring.

TransUnion offers a data enhancement option that delivers accurate and timely contact information delivered through the Correct and Enhance phases of the Business Objects Data Quality process.

Telemarketers can waste time and money following up on old contact information and erroneous phone numbers. With TransUnion Phone Append service, marketers can maximize marketing efficiencies by updating and appending contact information, which has been cleansed using Business Objects Data Quality XI, prior to the execution of marketing campaigns. In addition, sales call out campaigns can be prioritized based on TransUnion's

proprietary match “confidence” codes to reach likely prospects faster and reduce downstream data costs. With the right information you can build and implement marketing campaigns that meet your strategic objectives.

Get the right contact the first time. Customer acquisition and retention efforts are only as good as the information that empowers them. Precise, timely and comprehensive contact information ensures that you reach the right prospects and maintain positive and continued communication throughout the relationship with your customer.

MANAGE THE CUSTOMER LIFECYCLE

Enhance Your CRM Database

Traditional data sources often rely on outdated or incomplete contact information, leading to potential dead ends and missed opportunities. Keep up with customer moves while maintaining a more accurate database by leveraging the TransUnion Phone Append service through BusinessObjects Data Quality XI.

Phone Append is also able to reduce human error and improve operational efficiencies by validating and populating contact data at the point of entry.

It is obviously more profitable to sell additional products and services to existing customers than it is to acquire new ones. Staying in contact is critical to building long-term, profitable relationships. Phone and address append intelligence will ensure that you keep up with your contacts throughout the span of their life changes.

Maximize Collections and Minimize Claims

You can maximize collections while minimizing claims by staying on top of debtors moves. Contact data, including phone numbers, can be appended within 48 hours of a customer's move. By locating debtors earlier in the collections lifecycle you can maximize revenues and minimize data and labor costs. Reduce wasted agent time by prioritizing and calling on the right party contacts the first time.

TRANSUNION PHONE APPEND KEY BENEFITS

- **Increased marketing ROI** Prioritize marketing activities based on contact ranking. Reduce wasted agent time by providing the right contact data with faster data delivery.
- **Improved quality of CRM databases** Keep track of customers throughout the customer lifecycle and improve customer relationship marketing efforts.
- **Maximized collections and minimized claims** Locate debtors earlier in the collections lifecycle. Call the right party contacts the *first* time.
- **Accurate and timely appended phone numbers** Dynamically sourced, real time, physically verified data directly from telecommunication companies within 48 hours of a move. Updates occur daily.



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