

“Do Not Call” List Verification

Instantly Retrieve US “Do Not Call” Database Verification With Ease and Efficiency

Benefits

- Ensure compliance with US Federal and state regulations to avoid fines
- Eliminate the risk of losing customers who receive unwanted calls

The Informatica “Do Not Call” list verification service keeps your outbound telephone customer service and marketing efforts compliant with federal and state regulations. It is built to allow organizations to eliminate the need to keep track of varied regulations across different “Do Not Call” list laws, and it helps keep customer satisfaction high.

Avoid complaints and fines from calling customers whose phone numbers are on the three “Do Not Call” lists in the US:

- The US Federal Trade Commission’s National “Do Not Call” Registry
- All Existing State “Do Not Call” Registries
- The Direct Marketing Association’s Mail Preference Service Listing

The service combines these sources of data into an accurate, all-in-one resource that you can easily check against, avoiding the need to consult multiple databases.

The FTC recommends checking your entire list every 31 days, which could be a cumbersome, time-consuming process. Informatica’s “Do Not Call” list verification web service provides you with a valuable batch checking option, letting you check your entire contact list all at once as often as you need against all databases.

When you avoid calling a customer who is on the “Do Not Call” list, it creates an opportunity for you to contact that customer in a more preferable way. Knowing that a customer does not want to be called allows you to reach out via email, postal mail, or other channels.

Be confident that your outbound call centers have the most accurate and efficient “Do Not Call” list resource at their fingertips for the best marketing and customer service results.

Key Features

Check Your Entire Phone Number List in a Batch or One-by-One

Apply the "Do Not Call" verification as an instant real-time check of a single 10-digit phone number at the point of entry, such as adding a phone number into a contact record in a CRM platform like Salesforce.com. You can also check your entire contact list's phone numbers at once in a batch to determine which numbers are on the "Do Not Call" list.

Confirm Against Three Databases

In the US, there are three "Do Not Call" lists that the Informatica service checks against as an all-in-one list for ease and efficiency. The US Federal Trade Commission's National "Do Not Call" Registry, created in 2003, is the largest. The service also checks all existing state listings, which are maintained separately with their own regulations. Finally, the service uses the Direct Marketing Association's (DMA) Mail Preference Service listing, which is accessible to the DMA's members.

Implement Anywhere

The cloud-based service can be implemented into any CRM system, marketing automation platform, point-of-sale system, landing page, or call center. This implementation into any system can use both a real-time check of a single phone number and the batch check of a list of phone numbers.

Key Benefits

Ensure Compliance with US Federal and State Regulations to Avoid Fines

Millions in fines imposed since the national "Do Not Call" registry's creation in 2003 show that the FTC and other enforcement agencies are active in pursuing compliance throughout the US. Each violation could result in a \$16,000 fine. The FTC recommends checking contact lists against the registry every 31 days, based on how often the information can change and how frequently consumers can add their numbers to the list. Many states have their own "Do Not Call" registries, with different laws and fines for non-compliance. Using the "Do Not Call" list verification service from Informatica ensures compliance with these varied regulations within the US.

Eliminate the Risk of Losing Customers Who Receive Unwanted Calls

Use the "Do Not Call" list verification to ensure you never contact a customer via phone if that customer prefers not to be called. The service gives you insight into how your customers prefer to receive communication from your organization - before you call them. Refocus your customer communication efforts using other channels for these customers, such as email or postal mail.

About Informatica

Informatica Corporation (Nasdaq:INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. Informatica Vibe, the industry's first and only embeddable virtual data machine (VDM), powers the unique "Map Once. Deploy Anywhere." capabilities of the Informatica Platform. Worldwide, over 5,000 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the Cloud and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit www.informatica.com.



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