

Reverse Phone and Address Append

Instantly Append Valuable Customer Contact Data

Benefits

- Improve customer experience with accurate and faster data entry time
- Raise web form conversion rates
- Complete legacy data records that are missing information

The organization that moves faster, better, and smarter must be equipped to provide accurate and complete data at the fingertips of its sales, marketing, and customer service areas. Reverse Phone and Address Append gives organizations the edge they need to improve customer data at the point-of-sale, in call centers, on webforms, at events or trade shows, within legacy data, and any other customer record collection points.

Reduce keystrokes, customer wait times, online shopping cart checkout times, and data entry inaccuracies with data enrichment services from Informatica. Reverse Phone and Address Append is the easiest and fastest way to fill in missing customer contact information gaps accurately.

For example, imagine your store associates asking just one question at the register to create a customer record within your point-of-sale system. The system uses Reverse Phone and Address Append to instantly fill in the rest of the contact record. The store associate is able to quickly confirm the information with the customer. Now imagine the increased customer satisfaction that your team will experience by adding this same process into your webforms, online shopping carts, and customer call centers.

Fewer keystrokes, faster lines at the register, and better data quality are the result. Reverse Phone and Address Append allows you to collect customer information quickly, moving the focus away from what you need to what your customer needs at every interaction.

You can easily implement Reverse Phone and Address Append anywhere. No software updates are required, and there's very little IT involvement or management needed. You can even send us your existing database to help fill in the blanks.

Key Features

A valuable source of hard-to-find information

- Provide a name and an address, and a valid phone number will be returned.
- Submit a phone number and obtain a valid name and address.

Use Reverse Phone and Address Append on contact records at the point of entry or point of collection, or apply it to batches of numerous records in your database to improve your legacy data.

Flexible solutions to choose from

Built as a flexible business application, Reverse Phone and Address Append is available in two versions: Basic or Advanced. Both return millions of contact records about businesses and consumers, making either version an ideal solution for B2B or B2C companies alike. Choose the one that is right for your needs.

The Basic version features 14 million business contacts and 150 million consumer data records, available to you for appending to your own data.

Our Advanced version offers harder-to-find data for 21 million business contacts and 280 million consumer contacts. It also adds more value to your data by providing your contacts' mobile numbers and VOIP phone numbers.

Integrate anywhere

Because they are cloud-based, all of our flexible data enrichment services require no software to be installed and no ongoing updates. Reverse Phone and Address Append can be integrated with your existing systems, including any CRM or marketing automation platform, so you don't have to learn and manage a new system.

Key Benefits

Improve customer experience with accurate and faster data entry time

For better customer service and faster interactions, use Reverse Phone and Address Append anywhere you interact with customer or prospects. Instantly appending contact information allows you to ask for less information, letting you focus on the customer's needs.

Raise web form conversion rates

With instant Reverse Phone and Address Append implemented on a web form, you can shorten the time it takes for a customer to convert. You benefit from receiving accurate information which the customer can confirm in real-time at the point of entry. The customer can quickly and easily complete the form, raising conversion rates.

Complete legacy data records that are missing information

Implement Reverse Phone and Address Append into any CRM or marketing automation platform and quickly gain new insight into your existing customer contact information. Missing contact information in your legacy data can be filled in, giving you the ability to create new promotions or improve customer service communication.

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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