Accelerate Customer Communications and Engagement

Benefits

- Gain new confidence in the quality of your data

- Instantly increase customer and prospect outreach for better sales, marketing, and customer service

- Improve call center and sales team efficiency

- Get more valuable knowledge about your customers

Informatica Phone Validation

Contact data quality represents one of the most important assets for all businesses, large and small. Customer data drives important initiatives and campaigns, including customer service, sales, and marketing.

A little over a third of sales and marketing influencers view the phone number as the item of data most essential to their success. Similarly, just over half say that being unable to reach prospects because of inaccurate numbers is the most detrimental effect of bad contact data. In fact, the phone is missing more frequently than an email or postal address. And when a phone number is inaccurate or missing, it can create a number of negative effects.

The Cost of Getting it Wrong

The most obvious problem of inaccurate phone numbers is that you are unable to contact your customers and prospects. Factor in the time taken to find the right number, correct the mistake in your CRM and then finally make the call you wanted to make, say five to ten minutes ago, and then consider the number of employees in your organization for whom this is a regular scenario, and you begin to understand how much of a resource drain this simple problem can be. To complete the picture, consider that a massive 83 percent of online shoppers need some form of support to complete a purchase and if they don't receive it within five minutes, they'll give up.

The phone is therefore a vital channel when it comes to delivering a successful customer experience, and central to that success is the accuracy of their phone number in your CRM. Having verified phone numbers means when customers call you, your customer service representatives know who they are before they speak. And if the problem requires further resolution, you're able to call them back.

Stop Calling Me

Then there's the issue of non-compliance. About 235 million U.S. landline or cell numbers are on the Do Not Call Registry. You have 31 days from the time a number is registered to take preventive measures, after which unsolicited calls are a federal offense. Most European countries have similar registries. In the UK, 85 percent of landline numbers are registered with the Telephone Preference Service, with fines up to £5,000, while German legislation allows fines to reach €300,000.

Instantly Validate Phone Numbers in Real-Time

Informatica's® Phone Number Validation service verifies numbers before the customer is contacted, saving marketing, sales and customer service areas valuable time and increasing efficiency.

The service provides the most up-to-date results available throughout the world. Phone numbers are verified for accuracy and reliability. Use Phone Number Validation to receive location information for the phone number, including identification of the country, city, and state or province. The service also provides geocodes, which give you more insight into a contact record by returning the time zone and UTC for every telephone number in your database, so calls can be made at optimal times.

Additionally, learn more about your customer's phone numbers by determining if they are mobile, Landline, VOIP, or free phone, as well as the carrier the phone is using.

Key Features

Eliminate Invalid Phone Numbers

Informatica's Phone Number Validation service checks an entire given phone number against our global database to find invalid numbers, making it easy to learn if your customers' telephone numbers are accurate and reliable in over 240 countries and territories.

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

Apply the solution as an instant real-time check of a single telephone number at the point of entry, such as adding a phone number into a contact record in a CRM like Salesforce.com. You can also check your entire contact list's phone numbers at once in a batch on a regular schedule to determine which numbers are not valid.

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. There's no software to install.

Eliminate Invalid Phone Numbers

As part of our Data as a Service offering, Informatica's Do Not Call List Verification ensures every number is safe to call. It allows you to eliminate the need to keep track of the various regulations across different Do Not Call list laws and helps you to avoid complaints and fines.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Key Benefits

Gain New Confidence in the Quality of Your Data

Up to 30% of contact record data changes each year. Avoid the pitfalls of data entry errors and changes over time by validating phone numbers before the customer is called.

Instantly Increase Customer and Prospect Outreach

Customer data acquisition is costly, but it is essential to a company's success. Invalid data can be much more expensive, however, in lost opportunities and unhappy customers. Use Phone Number Validation to ensure that essential communication from marketing, sales and customer service functions reach your customers and prospects.

Get More Valuable Knowledge About Your Customers

Determine the quality of your contact data, while discovering the type of phone a number is associated with and the carrier that the phone uses—all with the same service. Learn where in the world your customers are located by receiving data about the country, state, city—even the latitude and longitude coordinates for your customers or prospects and the time zone each one is located in.

Next Steps

If you'd like to improve your call center and sales team efficiency while you increase customer and prospect outreach for better sales, marketing, and customer service, you can learn more about phone validation here.