Data Enrichment Services

The Case for Contact Data Quality

As the postal world continues to try to do more with less — gain the lowest automation rates for more economical mailing and meet increased regulatory requirements — the importance of the quality of data continues to grow.

Data quality applications were founded in the heart of postal products. What started as postal address correction, has expanded into programs for multi-source data accuracy, data proliferation and process improvement opportunity.

The data challenges today are many. They can vary from struggling with an increasing number of customer interaction points to managing more customer data than ever before. In a cumbersome enterprise IT infrastructure, updates and changes to records and systems can take weeks to months and in the end, legacy processes often don't support current needs. All prevent the creation of a single customer view, which would better help us understand how to meet ever-evolving customer wants and needs.
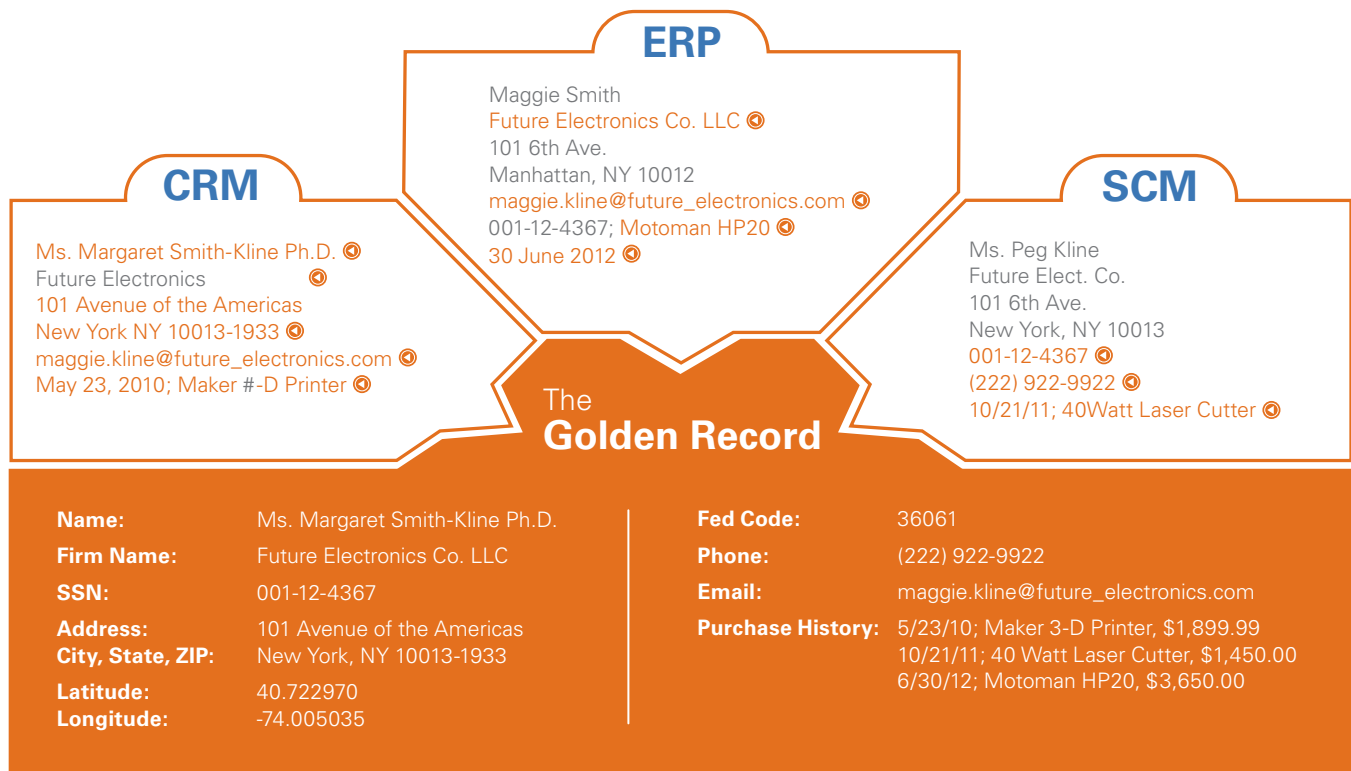
The Benefits of Clean Data…

- ◉ Take control of customer contact quality
- ◉ Prevent customer attrition and increase retention rates
- ◉ Remove IT barriers with a cloud solution
- ◉ Expedite the ROI of timely offer deliveries
- ◉ Empower heavy data users to maintain contact data assets

Stay in Touch with Your Valuable Customers

The only way you can be sure you stay in touch with your customers is by knowing where and how to reach them. Within your organization, there are multiple systems that contain business-critical customer information. The problem is keeping all of your systems up to date. Satori Software offers services that can quickly update customer records and provide you with gold — a golden record that is.

The Satori Software Path to the Golden Record

ERP

Maggie Smith
Future Electronics Co. LLC ◉
101 6th Ave.
Manhattan, NY 10012
maggie.kline@future_electronics.com ◉
001-12-4367; Motoman HP20 ◉
30 June 2012 ◉

CRM

Ms. Margaret Smith-Kline Ph.D. ◉
Future Electronics ◉
101 Avenue of the Americas
New York NY 10013-1933 ◉
maggie.kline@future_electronics.com ◉
May 23, 2010; Maker #-D Printer ◉

SCM

Ms. Peg Kline
Future Elect. Co.
101 6th Ave.
New York, NY 10013
001-12-4367 ◉
(222) 922-9922 ◉
10/21/11; 40Watt Laser Cutter ◉

The Golden Record

Name:	Ms. Margaret Smith-Kline Ph.D.	**Fed Code:**	36061
Firm Name:	Future Electronics Co. LLC	**Phone:**	(222) 922-9922
SSN:	001-12-4367	**Email:**	maggie.kline@future_electronics.com
Address: **City, State, ZIP:**	101 Avenue of the Americas New York, NY 10013-1933	**Purchase History:**	5/23/10; Maker 3-D Printer, $1,899.99 10/21/11; 40 Watt Laser Cutter, $1,450.00 6/30/12; Motoman HP20, $3,650.00
Latitude: **Longitude:**	40.722970 -74.005035		

How Can You Be Sure You Stay in Touch?

◉ Validate customer addresses against USPS® data sets

◉ Correct address to USPS standards using CASS Certified™ software

◉ Update customer addresses with 48-month NCOA[Link]® services

◉ Enhance your records with additional information

◉ Suppress records for do not mail, deceased person and correctional facility lists

◉ Extend your current capabilities to identify residential records, include geocode information and more

Check Your Customer Data Accuracy Today

Let us conduct a FREE database checkup on your current records. Contact us at **1-888-NEOPOST** (636-7678) or **neomkt@neopost.com** to get started today. Never miss an opportunity to keep in touch with your valuable customers.

Satori Software®
Simply Powerful

neopost