

DATA ENHANCE™

DATA ENHANCE is our custom four step business solution for improving and enhancing all your data assets.



DATA ENHANCE

Welcome to our custom four step business solution for improving and enhancing all your data assets.

Step 1: Address Enhancement

Customer addresses are analysed and corrected in line with the Australian Postal Address File (PAF).

Step 2: Tele-Append

Customer records are enhanced against real time telephone directories to show which numbers can be verified, appended and corrected.

Step 3: Database Match

Customer records are verified against the National Citizen File and National Property File to verify your customers' name and address details.

Step 4: Tele-Connect

All customer phone numbers that couldn't be verified are run against our unique software to establish whether they actually connect or not.

THE BENEFITS

- Reduce costs for marketing or any ongoing customer contact
- Increase customer contact experience through pre-verifying details
- Increase collections ability to reach your customer base
- Reduce fraudulent activity
- Know which customers have a correct name, address and phone number
- Append additional phone numbers to your customer base
- Verify additional customers' names and addresses that aren't listed on the telephone directory
- Know which customers' phones do not connect



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TELEPHONE SERVICES

DATA ENHANCE Telephone Services verify, amend and even test your telephone information - ensuring its quality and accuracy.

Tele-Append

Utilises a range of up-to-date, trusted data sources to verify, append or correct your customer telephone numbers.

Tele-Append Benefits:

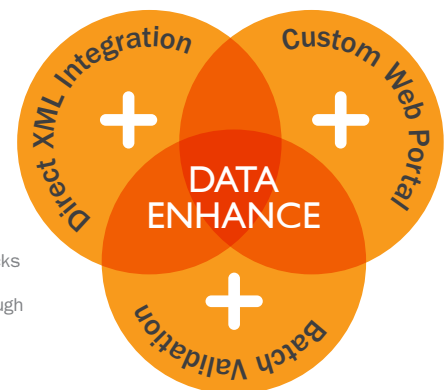
- Reduced costs for ongoing telephone based marketing or customer contact campaigns
- Improved ROI on future marketing campaigns
- Increased collections capacity
- Enriched customer data

Tele-Connect

Uses the latest technology to establish whether a telephone number actually connects or not.

Tele-Connect Benefits:

- Complements Tele-Append to provide intelligence about the validity of all customer numbers that can't be verified
- Reduces costs for ongoing marketing or customer contact campaigns
- Indicates fraudulent activity
- Improves ROI on future marketing campaigns



DATA ENHANCE unlocks a wealth of customer verification data through a single portal

We look forward to helping you make the most of your customer and business data...

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