melissa

Data Quality Uplift:
Connecting All Points for Correct, Current, and Complete Data

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To stay competitive, cut costs, and drive growth, companies are always looking for ways to attain the most relevant, most complete and up-to-date customer information available.

Now there's technology available that moves beyond the mere validation of contact data to empower full contact data quality. Melissa's new Personator® features this game-changing functionality. Personator is a next-generation enterprise data quality solution that can authenticate identity by verifying the

address, name, phone, and email elements of a record – and correlating the information to the same individual or organization. It can also append missing components, such as a name, address, phone and email address, to complete a customer contact record.

The process of authenticating customer names and addresses, and the ability to add missing data with accurate information is full contact data quality – an evolution in data cleansing.
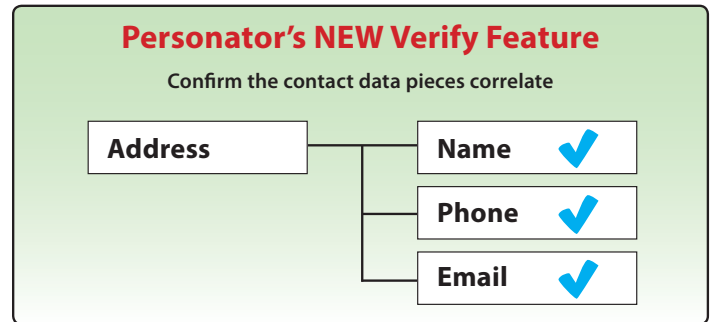
Companies often rely on validating their contact data, but a more complete data verification process is needed. For example, customer John Smith is listed in a database and is associated with the address: 100 Main Street, Anytown, California 92688. Even if we can validate the address as deliverable, there are still some unknowns with the data.

Does Mr. Smith still live there? Did he ever live at that address? What confidence do we have that we can reach John Smith at that address?

The same goes for the phone numbers in John Smith's record, and his email address, as well. Can the phone numbers and email address be linked with this particular John Smith?

Personator's NEW Verify Feature

Confirm the contact data pieces correlate

Address — Name ✔

Phone ✔

Email ✔

In the John Smith example on the previous page, Personator will be able to determine that Smith currently lives at a deliverable address – 100 Main Street – has a callable, verified phone number; and has a reachable and up-to-date email address.

By linking historical snapshots of each component of contact data – and identifying what are the most updated elements (i.e. the most current street address available for that customer, etc.) – a company will have the ability to connect ALL contact elements of a record together.

Personator performs this revolutionary functionality by utilizing powerful matching and retrieval technologies to compare incoming records against a proprietary set of multi-sourced reference data, including USPS® data, telco data, title information, and other public and proprietary data. This process confirms that a name matches an address, but more importantly, determines a record's accuracy and completeness – hence, full contact data quality.

Personator features 'Check' and 'Verify' functions that take your contact data to a whole new level. The Check action ensures that your data is valid by parsing and correcting different data points such as the address, phone number, and email address. The Check function will also determine whether an address is a residence or business – and match a company with its address – or even identify if the property is missing a suite or apartment number, or has been vacant for more than 90 days.

The Check function also can geocode to the rooftop level or 11-digit delivery point by assigning lat/long coordinates to an address - for a better understanding of your customers and prospects based on their location.

Personator also offers an Advanced Address Correction (AAC) function that can aggressively correct a bad address – by comparing other pieces of the contact information, such as a person's name or phone number.

This functionality goes beyond what can be corrected by traditional address soundex engines, and can even correct house numbers or ranges.

For example, if a resident or business name (Melissa) is entered, along with a city and state (Rancho Santa Margarita, CA), but an incomplete street address is also provided (Avenida Empresa) – Personator's AAC function will return the contact's complete street address with corrected street number, a city and state, and ZIP+4. See chart below.

Advanced Address Correction (AAC)

INPUT	OUTPUT
Company Name: Melissa Address Line 1: avenida empresa City: State: Postal Code: 92688	Company Name: Melissa Address Line 1: 22382 Avenida Empresa City: Rancho Santa Margarita State: CA Postal Code: 92688-2112

Personator's Verify action determines the accuracy of your data and whether the different data points in a record – address, name, phone number, and email elements – are related to one another by comparing it to multi-sourced reference data sets. This process authenticates your contact record and verifies that all data points correlate to the same individual or organization.

In essence, Personator doesn't just discreetly check the address, name, phone and email of an individual, but determines if all of the elements belong together and have a datapoint match – giving an organization confidence that their customer information is relevant, accurate, and the most current.

Almost every CRM database is missing one or more pieces of data about a given customer. Personator's Append function brings a record to its most complete form by filling in the gaps with verifiable street addresses, email addresses, phone numbers, and associated demographics.

For example, if a phone number is submitted, but the record is missing a customer name and address – a matching name and address can be returned.

Any combination of contact input such as a customer's address – can return missing components such as a name, email address and phone number – for powerful data quality uplift. Personator will also geocode addresses to the rooftop level, so you get the most accurate latitude and longitude coordinates – enabling more informed decisions for market segmentation, sales clustering, logistics, store lookup applications, tax jurisdictions, and more.

Personator's append function also leverages the concept of centricity, which means the most important piece of information is provided on which everything else is based. For example, if the centricity is set by the user to an address, 100 Main Street – but an incorrect phone number is provided – then the phone number can be corrected based on the customer name and address.

Why is this important? Because businesses use this critical data to determine what would be the most effective way to communicate with its customers or prospects. For example, if a business had more address-centric data, sending a direct mail campaign would be more effective. Or, if an organization had phone-centric data, then tapping a call center for telemarketing efforts would be a better route.

Can your data really have that wow factor? It can, with the help of Personator and its ability to resolve the information system record with the real world record – and connect all touch points of customer data together. Personator provides the means to achieve and enrich a true, single, and accurate view of a customer.

The benefits of that capability can significantly impact all business operations. If you're an e-commerce or call-center firm, you will be able to prevent fraud by ensuring your address data is correct and matches the name before you process a credit card or file a document. This can also be useful in fraud scoring for sub-prime applications, where determining the level of credit risk is critical.

You can also eliminate returned shipments by getting the address right the first time for more accurate deliveries – saving time and money. Another benefit: improved customer satisfaction by verifying contact data to maintain communications with valued customers.
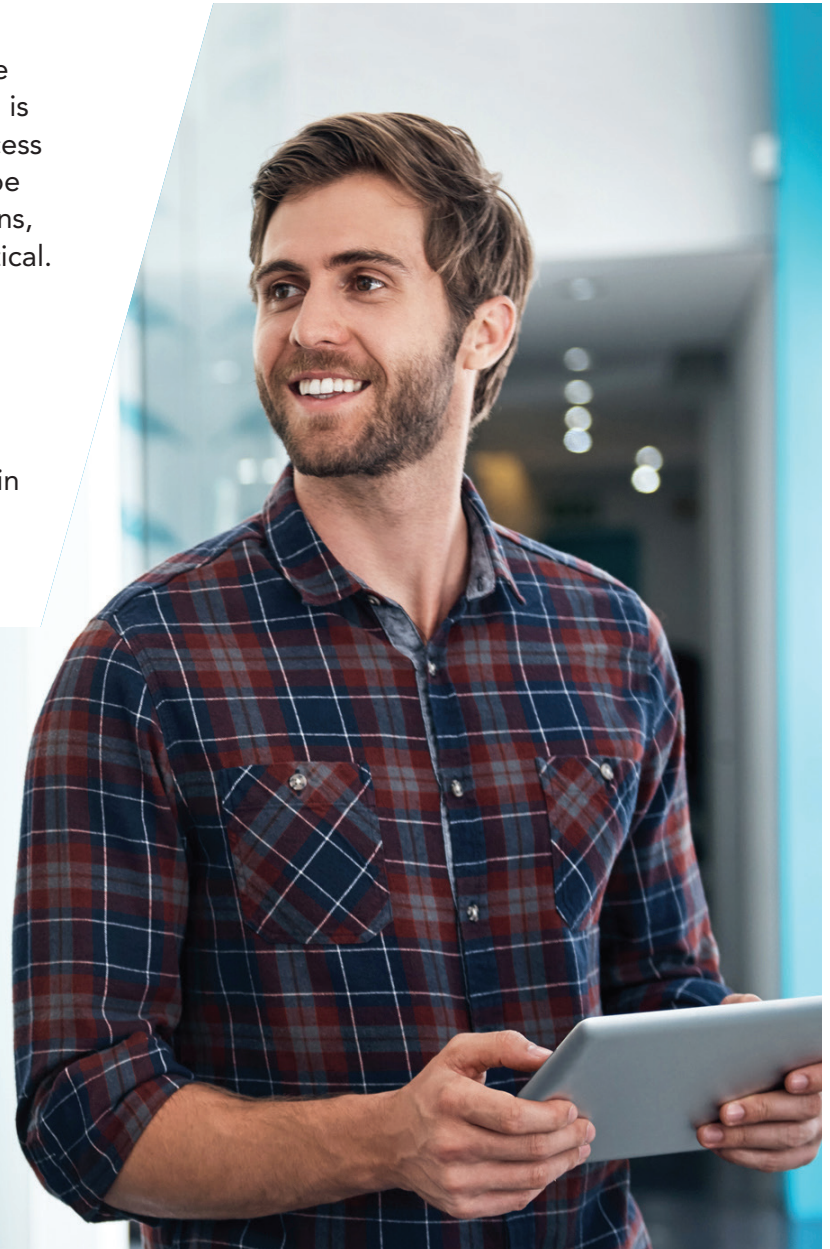
Personator has a dynamic Web interface that allows users to select the fields and response structure based on options, such as the advanced address correction function. Personator will also support "result codes" – which indicate whether an address is good, partially good, or completely undeliverable. These values make it easier to get detailed information on each record – helping businesses make better, more informed decisions.
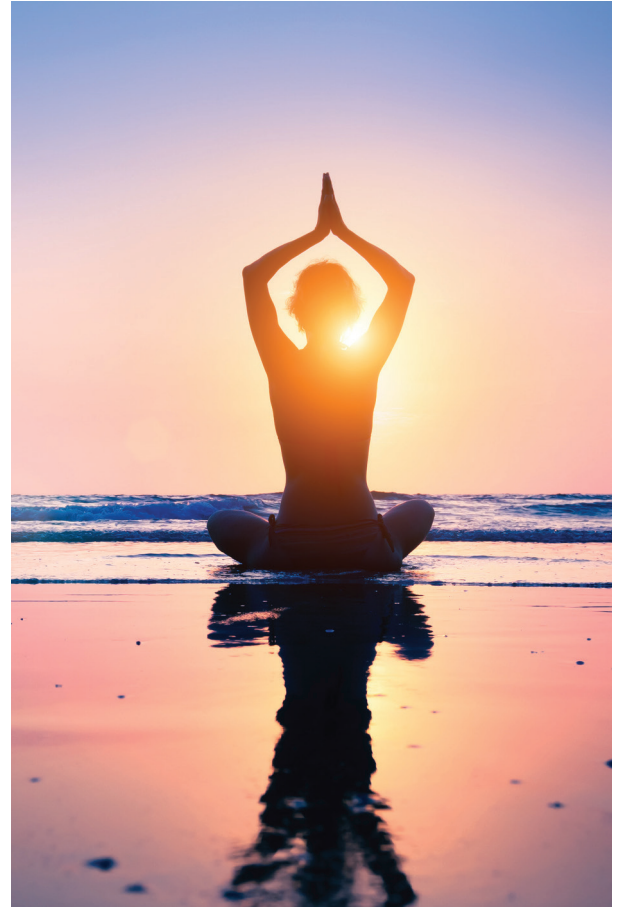
Code	Meaning	Detail
SE01	Web Service internal error.	Web Service internal error.
GE01	Empty XML request structure.	General Error — Empty XML request structure.
GE12	CustomerID is disabled.	CustomerID is disabled.
GW01	The license will expire within 2 weeks.	The license will expire within 2 weeks.

As a Web service, Personator is hosted on Melissa's servers that ensures you will not have to worry about updates or maintenance. All of these features give the user a great deal of control over the service, making Personator a tremendously versatile tool that can easily scale to your business needs.

Conclusion

With an arsenal of accurate, reliable, and complete contact data, organizations can now perform more holistic, meaningful analysis of their customers to create more opportunities for growth. Achieving full contact data quality – through Personator – is a true stepping stone to incomparable master data management and data governance.

To activate your free trial, go to:
www.Melissa.com/dq-uplift

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www.melissa.com

About Melissa

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. Our breadth of data and flexible API technology integrates with numerous third-party platforms, so it works for you and makes sense for your business. More than 10,000 clients worldwide in key industries like insurance, finance, healthcare, retail, education, and government, rely on Melissa for full spectrum data quality and identity verification software, including data profiling, cleansing, matching, and enhancement services, to gain critical insight and drive meaningful customer relationships.

US

22382 Avenida Empresa
Rancho Santa Margarita, CA 92688-2112

800.MELISSA (635.4772)

UK

+44 (0)20 7718 0070

GERMANY

+49 (0) 221 97 58 92 40

INDIA

+91 (0)80 4854 0142

AUSTRALIA

+61 02 8091 6000