

Data Services

The information contained in a company's customer database is an invaluable resource to help maintain and grow the business. After all, any customer communications initiatives -- from invoicing to direct mail campaigns to automated voice messaging campaigns -- are dependent on a company's customer database. Inaccurate customer data, however, is an ongoing concern for many companies.

According to a recent study, over 86% of worldwide companies admit to inaccurate customer data (Source: QAS Global Research Report, 2005). Clearly, customer data inaccuracy can have a significant cost and effectiveness impact. That's why TouchLogic offers a variety of data services that are designed to improve the accuracy of your company's data: Telephone Appending & Verification

Have a name and address but lack correct telephone information? Our telephone appending service will help find those missing numbers and append them to the appropriate customer records. This is an excellent service to complement our Automated Voice Messaging service! Address Correction

In order to qualify for bulk mailing discounts, both the USPS and Canada Post require that certain standards are applied to addresses. Our Address Correction Service will analyze your customer database and correct records to ensure that your data conforms to USPS or Canada Post addressing standards. National Change of Address (NCOA)

Do you have customers who are failing to inform your company when they have moved? Both USPS and Canada Post offer a National Change of Address (NCOA) service that identifies movers and their new addresses. We can match your customer database against the applicable NCOA and provide you with the new addresses for customers who have moved. Merge/Purge/Dedupe

From additional production, print and postage charges to the possibility of annoying customers with identical mailings, duplicate records can be costly for any business. Our Merge/Purge/Dedupe services will analyze your customer database, identify and eliminate duplicates. The result is a cleaner, more targeted customer list.

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