

Data Verification Process

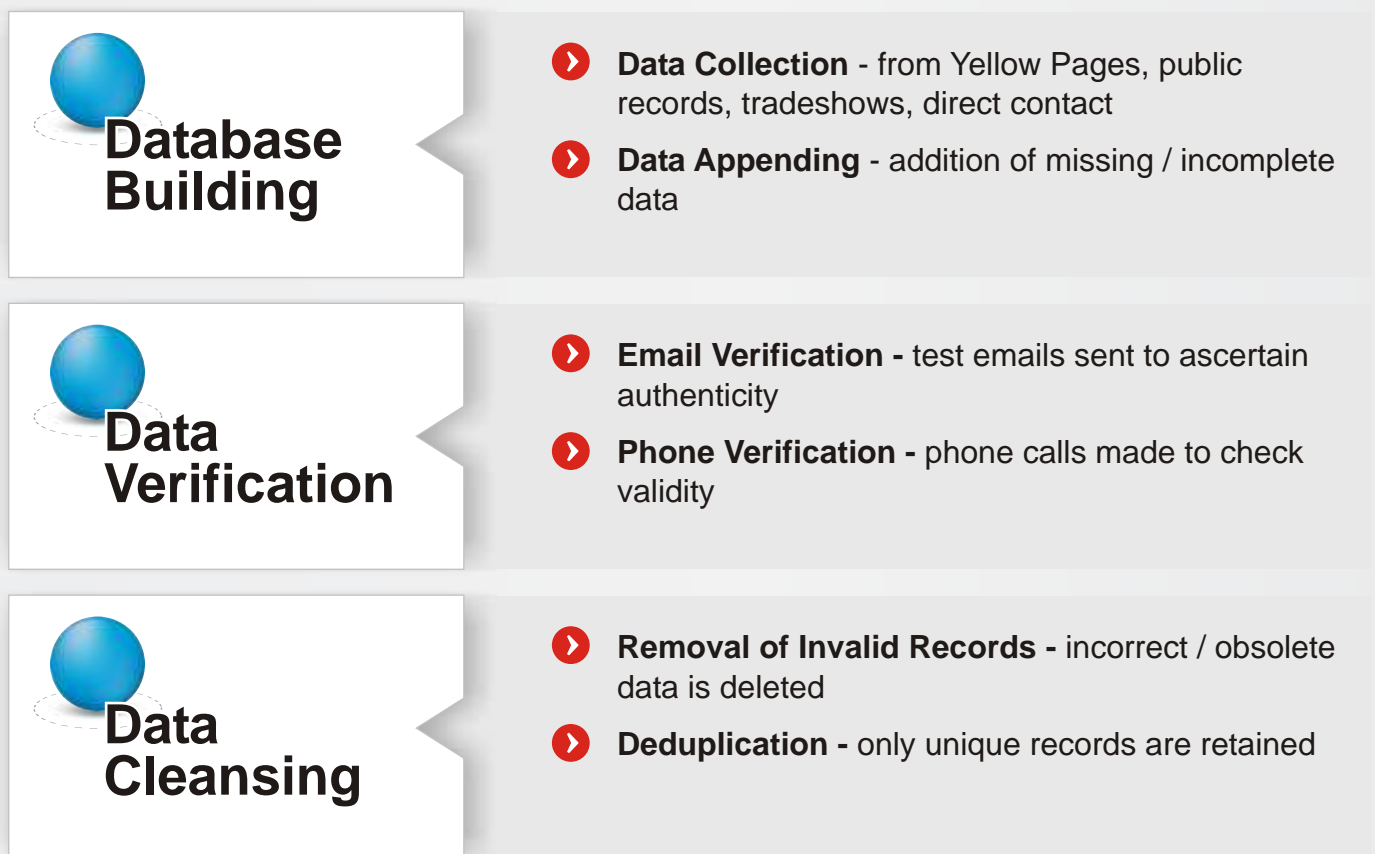


Data Verification

The decay of business data is common knowledge. Bad data becomes a nagging strain on a company's resources, especially on sales and marketing. It can even cost you clients who were easily within your reach but were lost to competition. With a good Data Verification system, you have 3 key advantages over your competitors:

- ▶ An authoritative source of information for any business transaction
- ▶ Improved customer retention and repeat business
- ▶ Clean data is the biggest single driver of marketing success, sales productivity, and high CRM adoption

The process diagram below gives us a quick look at what Data Verification is.



The data resulting from the above steps is as clean as it can get. You can confidently use it in all your transactions and campaigns. Business Data Verification reduces costs, maximizes customer relationships and most importantly, complies with the many regulations of the CAN-SPAM Act and Data Regulation Act. Hence, Data Verification protects your organization from negative publicity, while multiplying your revenues.

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