DATA CHALLENGES THAT THREATEN CUSTOMER COMMUNICATION AND ENGAGEMENT

THE CHALLENGE

When a business creates their own customer communication and engagement program, they are willing to tolerate some hiccups. But when a business outsources their customer communication and engagement to your company, they expect perfection.

After all, you are the expert. They pay for the service. The pressure to perform is on.

The only way to build a successful customer engagement and communication program—whether it is based on SMS, email, phone calls, or snail mail—is to start with accurate and dependable data.

If you can not reliably reach customers, your customer engagement and communication service falls flat.

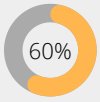
And customers are actively trying to dodge you.

60 percent of consumers intentionally submit incorrect information when they give their personal information online.

One third of customers admit to giving fake email addresses.
All this without taking into account honest mistakes and typos.
So, a quality customer contact service is only as good as its data collection and validation.

If you have bad data, you can not help your clients reach their customers.

This is why data collection and validation tools are an essential part of any customer engagement and communication service.



of consumers intentionally enter incorrect information into online forms

of customers admit to giving fake email addresses

However, your data processing tools must be integratable and efficient at processing data in bulk.

Otherwise, data validation becomes a bottleneck in your process.

These are the Searchbug tools that deliver the dependable data foundation that customer engagement and communication providers need to build their service platform.

THE SOLUTIONS

Searchbug offers services that collect and validate any type of data, and data integration tools for automating data verification and completion.

SEARCHBUG BATCH VERIFY PHONE NUMBERS

Phone numbers are one the most difficult pieces of contact information to use.
TCPA regulations, DNC lists, and mysterious “home” and “work” phone numbers that could be cell phones or landlines make it nearly impossible to confidently use phone numbers for any sort of customer outreach.

The Searchbug Batch Verify Phone Numbers service gathers detailed data about phone numbers. Identify cell phones and landlines, get DNC list status, spot invalid phone numbers, and get SMS email numbers.

Searchbug Batch Verify Phone Number can get:

- **Line**
- **Carrier**
- **Line Status**
- **DNC List Status**
- **Porting History**
- **SMS Email Address**
- **Location**
- **State**
- **Timezone**

This builds complete phone contacts that you can use for any sort of customer engagement program —SMS notifications, mass texting via SMS email, cold calling, and any other phone outreach you do—without racking up TCPA violations or wasting texts on landlines.

Verifying phone numbers in bulk is a quick, simple process that takes just a handful of minutes.

Simply upload a list of names or a list of names and addresses using the online self-service interface, get verified results, then load the validated list back into your database

SEARCHBUG BATCH APPEND CONTACT INFORMATION

How many incomplete customer profiles do your clients have in their databases? How many incomplete or outdated profiles do you have in your databases?
Probably quite a few. Personal contact data decays quickly. Most personal data is outdated before it is twelve months old. Customer re-engagement campaigns and long-term customers require consistent data maintenance.

Additionally, customers often leave blank spaces when they fill out contact information forms. Or they make mistakes. In any case, bulk data completion and cleansing is mandatory if you want to get in touch with customers and deliver improved customer engagement for your clients.

The Searchbug batch: append contact information service collects and updates customer contact profiles, so you can perform multi-channel engagement or establish multiple contact points for redundancy and resilience in your customer communication.

Searchbug Batch Append Contact Information can get:

- **Name**
- **Aliases**
- **Current and recent addresses**
- **Email Address**
- **Phone Number**
- **Date of Birth and data of death, if deceased**
- **Relatives' names and dates of birth (typically the month and year)**

The batch append contact information tool works the same way as the batch: verify phone numbers tool. Simply upload entire lists of names, phone numbers, or addresses, and
Searchbug will find the missing contact information.

Additionally, you can remove any pieces of contact of information that you would like to update. If you want to update all the addresses on a list, simply remove the addresses and upload your list. The batch append service will find the most up-to-date address for each entry on the list. All of this can be completed in a matter of minutes. Quick and easy.

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SEARCHBUG APIS

Bulk data processing is excellent and can be efficient for certain customer engagement services.

However, if you have in-house software for handling data, or you produce an application that customers use for doing their own customer communication, you need data integration. The end-user wants transparent, passive data validation.

The Searchbug APIs enable your end-user application, in-house data management software, or CRM system to link directly to the Searchbug system. This automates almost the entire data validation process, and data verification can be performed in real-time so that the end-user experience is seamless.

Any of the Searchbug batch services can be embedded via API.

With Searchbug data integration, your application will increase your client's customer engagement rates simply because your software improves their data quality.

And since Searchbug works in the background, your service will get all the credit.

CONCLUSION

Customer communication and engagement service providers need tools that enable them to collect and validate customer contact data, and also systematize the data validation process.

Companies that provide customer engagement and communication tools must be able to integrate that data validation into the software so that the customer organically gets validated data, without disrupting the user experience.

The best ways to meet these requirements are with bulk data validation tools and data integration with APIs.

ABOUT SEARCHBUG

Searchbug is a professional service for bulk data validation and collection, and data integration.

Searchbug helps customer engagement and communication services deliver reliable customer outreach programs, and enables customer engagement software providers to embed data validation into applications so that their software automatically improves data quality for users.

Sources

- Marketing Week, *Consumers Are 'Dirtying' Databases With False Details*, https://www.marketingweek.com/2015/07/08/consumers-are-dirtying-databases-with-false-details/