

# product / solution: data enhancement

- Voice Messaging
- Text Messaging
- Email Marketing
- Targeted Mail – RPM
- Call Capture & Return
- Data Enhancement**
- Data Integration
- Data Segmentation
- Live Chat
- Loyalty Programs
- Online Scheduler
- Personal Web Page (PURL)
- Preference Manager
- Web Return

On average,  
OneCommand clients  
are seeing a **10%** lift in  
phone number validity  
and a **12%** lift in email  
address accuracy!

OneCommand's **Data Enhancement** solution offers quarterly data cleansing and updates to phone, email and address records. Using methods proven to provide the greatest lift in accurate data, this enhancement solution is incredibly successful in bringing additional business opportunities.

Accurate contact information for customers and prospects helps your communication efforts drive more traffic and more profit. What are you doing to ensure that your database is as valid as it can be?

In 2008, OneCommand will supply our clients with over one million new phone numbers and almost 1.5 million new email addresses. That's 2.5 million lines of communication that will be restored!

## Key Data Enhancement Benefits:

### Drive Down Marketing Cost

Who wouldn't want to save money while increasing the effectiveness of your marketing campaigns? By regularly updating your database, this can become a reality!

### Increased Volume

Filling gaps and repairing data errors increases the number of customers and prospects open for communication.

### Increased Reach

While some data may be accurate, getting complete contact information creates more opportunities. With data enhancement you can add those contact methods that are missing and obtain the ability to communicate in multiple ways – increasing your reach and likelihood of response.

### Increased Consistency

Consistent communication is key throughout the customer's LifeCycle. Maintaining an accurate database will help to ensure that these communications are received at each critical point.