

# STAY IN TOUCH WITH CUSTOMERS THROUGH THEIR PHONE

A.K.A. THEIR CLOSEST DEVICE

When it comes to connecting with your customers, nothing can be as direct as SMS and text messaging. A noninvasive mode of communication, sending texts is a powerful way to reach the always-on-the-go consumer. More so, SMS and text messaging empowers your prospects and customers alike with personalized information that helps them to get what they need and allows you to connect with them in real-time.

**Follow these tips to improve communication with your customers and prospects, enhance customer service and marketing experience, and drive more revenue!**

**84%**

of customer-centric companies focus on the mobile customer experience.

## CLEAN YOUR PHONE DATA

Entering invalid or downright bad data into your customer database can cause huge challenges--like calling the wrong customer. Cleanse phone numbers at point-of-entry so you can be sure they're valid before they enter your database, allowing you to confidently reach your customers and prospects.



## VALIDATE & VERIFY



Validate landlines against the North American Numbering Plan (NANP) and verify whether a given mobile number exists and is live on a network before you pick up the phone. Phone verification is an important aspect within your overall data management initiatives. This solution will help optimize communication, ultimately saving you time and money.

## CONNECT WITH CUSTOMERS

A phone number is a vital contact point for service, as well as SMS/text messaging and mobile marketing. Enhance customer service and marketing experience by assuring the customer you can connect with them via SMS/text messaging.



## COMPLY WITH REGULATIONS



When it comes to consumer privacy and phone numbers, the Federal Communications Commission (FCC) has put a number of regulations in place to protect consumers. Anyone collecting this sensitive information must be aware of the Telephone Consumer Protection Act (TCPA)--otherwise your organization could face poor customer satisfaction, fines or lawsuits.

## COMPLETE YOUR DATABASE

Identify and complete gaps in your database with a reverse phone append tool to return the name and address associated with a number. Use this enriched data to launch multichannel marketing campaigns and increase response rates.



8:00

Monday, September 7

MESSAGES

Ready to get started? Ensure the phone numbers you collect are accurate, consistent, and active across all channels.

**Try it now**