



Phone Behavior Intelligence: Make Every Call Count

Increase right-party contact rates by 25% on average

Outbound communications organizations live and die by their right-party contact (RPC) rates. Missed connections mean costs without revenue. To mitigate the risk of TCPA violation, many high-calling companies dial and text mobile phones manually. To comply with the CFPB's Regulation F, some organizations place just one call per day per account. These approaches sacrifice operational efficiency without increasing the likelihood of right-party contact.

With close to 90 percent of outbound communications going unanswered or to the wrong party, and up to 15 percent of CRM data records changing in some way each month, how do you increase your chances of getting through to consumers with your critical messages?

For decades, contact centers have relied on their CRM data for their contact strategies. But they lack any true insight into crucial phone behavior, like the best time to contact a particular consumer or the best number to use.

Most homes in the U.S. no longer have a landline.¹ Consumer records lack insight into how and when individuals are most likely to use their phones. Taking into account the increased cost, risk, and exposure when contacting consumers, how do you identify and prioritize the right numbers to call or text?

The answer: complete consumer contact data fueled by phone behavior insights.

WANT TO KNOW...



...exactly who to contact?



...exactly which number to use?



...exactly what day and time to contact them?



...all while keeping your CRM data accurate and complete?

¹Source: CDC/NCHS, National Health Interview Survey. Updated May 4, 2017.

Better Customer Data Means Better Operations

Increase the efficiency and effectiveness of your outbound communications, while also reducing compliance and financial risks. Neustar Phone Behavior Intelligence not only offers a more reliable way to correct and complete contact data, but also provides critical consumer phone behavior intelligence—including best phone number to use and best time to call—to increase RPC rates 25 percent on average.

Neustar Phone Behavior Intelligence “fills in the blanks” on your customer contact intelligence. Design more effective outbound communications strategies with a “contactability score” for each contact, along with the best time of day, best day of week, and best phone number to use when reaching out to each individual. Also, Neustar, a TransUnion company, will append up to three additional phone numbers for each consumer record, including information on the phone type, in-service indicator, and risk associated with TCPA regulations. With consumers using multiple devices and consumer data constantly changing, having the most up-to-date and complete contact information is crucial to making a successful connection.

- **Know** the best number to use and best day/time to call
- **Prioritize** a pool of contacts for more effective communication strategies
- **Mitigate** risk of violating the TCPA or the CFPB’s Regulation F
- **Correct and append** accurate numbers for healthier CRM records

With the authoritative data gathered from Neustar’s extensive network of trusted sources, including direct relationships with all major phone carriers, you finally get the 360° view of your consumers you need to make the right connection the first time.

LEARN MORE

For more information, visit www.home.neustar/contact-center-solutions/phone-behavior-intelligence

Why Neustar?

Neustar, a TransUnion company, is the industry leader in consumer identity resolution. The Neustar OneID® system leverages hundreds of authoritative data sources, continuously corroborating consumer and device identity with an exceptionally high degree of trust, in near real-time.

- Trusted by all of the top 10 U.S. banks and top 10 credit card issuers
- Unparalleled coverage of wireless, VoIP, and non-public phone numbers
- Unique insight into billions of call transactions
- Management of over 90% of the U.S. caller ID market
- Precise linkages between a consumer’s name, phone number, and phone activity
- Consumer data refreshed every 15 minutes