



Turnkey Solution Empowers Outbound Dialers with “Best Time to Dial” Decisioning

Knowing the best time-of-day and day-of-week to call each consumer, based on when they are individually most likely to answer their phones, exponentially increases right-party contact rates and decreases operational costs. But contact centers often struggle to find useful versions of this data. Historical call data is anecdotal, at best, and provides absolutely no insight into contacts that have not yet been dialed.

Even if reliable data is available, legacy infrastructures and lack of resources often make it difficult to implement and operationalize that data. With limited IT support and budgets, many contact centers are stuck maintaining their current systems and infrastructure instead of innovating.

But what if the needed innovation was already within your reach? What if you could have the industry’s best time-of-day and day-of-week data “pre-loaded” into your dialer, without requiring any additional resources?

Introducing Neustar SmartDial TRUSTID Decisions, the world’s smartest outbound dialing optimization engine.

How It Works

Neustar SmartDial uses both proprietary Neustar data and customer-sourced data to fuel truly intelligent decisions on the best time to contact each consumer. Neustar intercepts your daily dialer files, overlays unique phone behavior data, and interfaces directly with the company’s dialer, without requiring additional analysis or IT resources on the customer end.

BEST TIME-OF-DAY AND DAY-OF-WEEK FOR EACH CONSUMER IN YOUR CAMPAIGN FILE

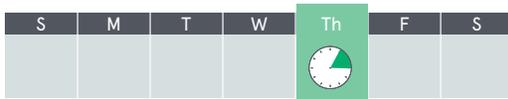
ONE-HOUR WINDOW WITHIN SPECIFIC DAY

Based on previous activity



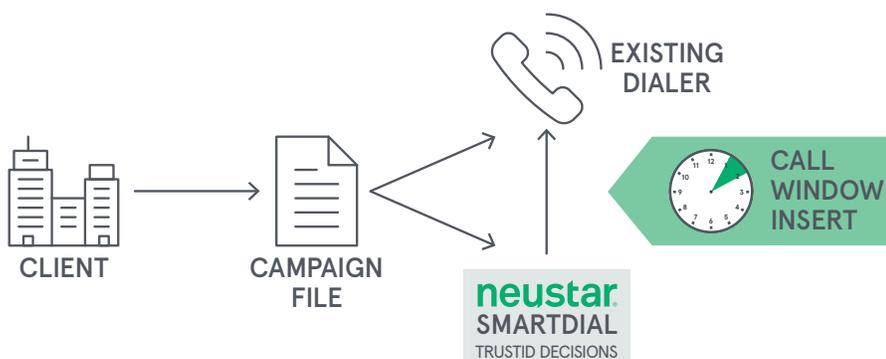
BEST DAY + BEST TWO-HOUR WINDOW

Based on 12-month lookback



An event cloud stores the best date/time to call phone numbers and interfaces directly with your dialer systems. Your daily contact strategy file is optimized automatically with inserted dial requests indicating the period each contact is most likely to answer the phone.

Completely turnkey; no additional resources needed.



Why Neustar?

- Unparalleled coverage of wireless, VoIP, and non-public phone numbers
- Trusted by the top 10 U.S. banks and top 10 credit card issuers
- Unique predictive insight into billions of call transactions
- Management of over 90 percent of the U.S. caller ID market
- Precise linkages between each consumer’s name, phone number and phone activity
- Consumer data continuously corroborated and refreshed, up to every 15 minutes
- Neustar is the only solution provider mentioned in the FCC’s TCPA Omnibus declaratory ruling.

LEARN MORE

For more information, please call **1-855-898-0036 x4**, email risk@team.neustar, or visit www.risk.neustar.