The Intelligent Alternative to Skip Trace

Increase Contact Resolution

Traditional skip trace data wastes time and dials. CRM data is notorious for major gaps in coverage — often lacking as many as 40 percent of phone numbers — and gets 5 to 15 percent worse every month\(^1\). Credit bureaus emphasize quantity over quality and lack current insights for effectively reaching consumers. These poor data sources sap collections organizations’ profitability.

Further complicating efforts, most homes in the U.S. no longer have a landline phone\(^2\). To mitigate the risk of TCPA violations, many high-volume calling companies are now dialing mobile phones manually, which is inefficient, costly, and not guaranteed to reach the intended contact. The CFPB’s Regulation F limits contacting consumers for the purpose of debt collection, making contact effectiveness even more critical.

With over 80 percent of outbound calls going unanswered or to the wrong party, and industry-wide right-party contact rates for skipped numbers hovering at 3 percent, how do you identify and prioritize the right numbers to call for greater operational efficiency and higher right-party contact rates?

Want to...

- Stop wasting money and cycles on junk data?
- Receive only authoritative, high-quality phone numbers?
- Understand the best time and day to dial each number provided?

\(^1\) [http://www.home.neustar/resources/whitepapers/consumer-identity-omnichannel-marketing](http://www.home.neustar/resources/whitepapers/consumer-identity-omnichannel-marketing)

\(^2\) [https://ourworldindata.org/technology-adoption](https://ourworldindata.org/technology-adoption)
Improve Right-Party-Contact Rates with Smarter Consumer Data

Make the right connection the first time, at the right time, and your odds of revenue recovery increase significantly. Drive higher RPC rates by leveraging the highest-quality contact data. Reduce the time and effort to reach the right party by knowing up front the best number to use and the best time to call each individual consumer.

Neustar SmartTrace delivers critical consumer contact intelligence and predictive insights, enabling collections organizations to increase effectiveness by 33 percent, improving employee engagement while reducing compliance, financial, and reputational risks.

Why Neustar?

Neustar improves the contact center’s bottom line by connecting with customers effectively and efficiently. With 11 billion daily updates to consumer data, continuously corroborated from over 200 authoritative sources, Neustar provides the most accurate, up-to-date, and complete identity information possible.

- 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 percent of the U.S. caller ID market
- Precise linkages between a consumer’s name, phone number, and phone activity
- Consumer data refreshed up to every 15 minutes

For more information about Neustar SmartTrace, call 1-855-898-0036 x4 or email risk@team.neustar.