

A black and white photograph of a long, straight asphalt road stretching into the distance, flanked by fields and utility poles under a clear sky.

## Quaero Information Management & Enhancement Services

Do you frequently reach out to your customers through direct mail and e-mail and can't keep up with address changes? Are your customer data sources owned and managed by different groups in your company? Do your customers complain about duplicate mailings? The challenge of creating a standardized, clean record of each customer can be quite daunting, if not impossible, for many organizations, and results in wasted marketing dollars and customer dissatisfaction.

### Quaero Services Deliver Clean, Enhanced Customer Records

Quaero's Information Management & Enhancement Services blend technology and skilled CRM knowledge professionals to provide clean, enhanced, and deliverable customer data. The return on your investment in our services is easily obtained by reducing your cost for undeliverable mail, returned mail due to address changes, and multiple communications to the same person. Our services include the following:

- ▶ **Address Standardization:** Involves parsing all address elements into distinct fields based on customer specification, standardizing the data to ensure a consistent format throughout all records, and appending key address information and gender.
- ▶ **US Address Correction:** Involves verifying your address list against the United States Postal System (USPS) National Database, to ensure that every address on your mailing list is deliverable at the zip + 4 level (carrier route, DPBC), allowing you to mail at reduced postage rates. We utilize Business Objects' data quality software to provide CASS Certification and to manage the record matching process. Additional enhancements to this process include running your list against the USPS's Delivery Sequence File (DSF) and adding an Address Correction Service code (ACS).
- ▶ **Global Address Correction:** Business Objects software is also used to correct addresses to the city level for non-US countries. It is valid at the "rooftop" level for Canadian addresses.



1930 Camden Road Charlotte NC 28203 877.570.2199



- ▶ **National Change of Address:** Quaero is a NCOA Link Limited Service Provider, and we are capable of running an NCOA update process for address changes made within the last 18 months.
- ▶ **Data Formatting:** This process checks to see that all other customer information, such as phone numbers, social security numbers, transaction data, and dates, is properly formatted.
- ▶ **Data Enhancement Services:** Missing contact information limits your outreach efforts and causes lost revenue opportunities. We will work with you to append important data, such as e-mail addresses and phone numbers when you only have a mailing address, or mailing address if you only have a phone number. Quaero maintains close partnerships with data vendors to provide a broad range of data append services, such as demographic, lifestyle, and propensity. Please contact a Quaero representative for details.
- ▶ **Matching & Consolidation:** Quaero can receive and process disparate customer source files and produce a single, best customer record. We can work with you to create business rules to household and de-duplicate your records. The merge/purge process is developed specifically to meet your requirements and data structure.
- ▶ **Suppression Services:** We help you comply with legislative and self-regulatory guidelines and customer preferences by suppressing names that have requested not to be mailed or called (using Do Not Call and cell phone number lists). We will also make sure that your own opt-out list is suppressed.
- ▶ **List Preparation** takes your newly cleansed and merged list and prepares it for mailing, offer testing, controls, or other file outputs.

**Obtain clean, standardized data quickly and painlessly**

Quaero's implementation team works closely with clients to define, verify, and refine the business rules and variables used to produce the best customer records. For more information, contact Quaero at 1.877.570.2199 ext. 5050.

ACCELERATING  
MARKETING  
PERFORMANCE