



# Phone Behavior Intelligence: Make Every Call Count

## Increase right-party contact rates by 33 percent

Outbound communications organizations live and die by their right-party-contact (RPC) rates. Missed connections mean costs without revenue. However, to mitigate the risk of TCPA violation, many high-calling companies are now dialing and texting mobile phones manually, which is inefficient, costly, and still no guarantee of reaching the right party.

With over 80 percent of outbound communications going unanswered or to the wrong party, and up to 15 percent of the overall information in a CRM changing in any given 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 and credit bureau/ demographic information for their contact strategies. But the customer intelligence that credit bureaus aggregate has little value for outbound communications. Credit bureaus aren't in the business of maintaining up-to-date consumer data and lack any true insight into crucial phone behavior, like the best time to contact a particular consumer or the best number to use.

With the widespread adoption of mobile phones as the device of choice, most homes in the U.S. no longer have a landline phone.<sup>1</sup> Taking into account the increased cost, risk, and exposure when contacting wireless numbers, 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?

<sup>1</sup>Source: 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 33 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 will append up to five 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 TCPA violation
- **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 about Neustar Phone Behavior Intelligence, please contact us at **1-855-898-0036 ext.4** or send an email to **[risk@team.neustar](mailto:risk@team.neustar)**.

## Why Neustar?

Neustar 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