c9validate

Customer Contact Audit, Update & Verification

Customer communications are negatively impacted by inaccurate or incomplete customer data

Cumulo9 has nearly 20 years experience managing contact details for customers and has built a suite of proprietary processes and software which when combined will provide the best possible update of any customer database.

Our integrated solution assists in obtaining accurate, verified data (whether that be email addresses, postal addresses or phone numbers) for organisations that have gaps in their information. The manner in which this information is obtained and updated is fully recorded, tracked, reliable and auditable.

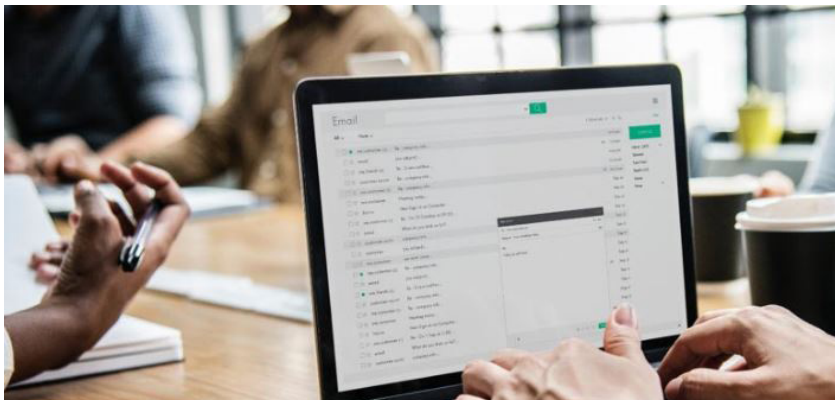C9 Validate is made up of three sub-processes:

C9 Data Audit

Cumulo9 are provided with an extract of client data - most often a combination of names, addresses or phone numbers. C9 Data Audit assists in sorting this information and carving out inaccurate phone numbers and addresses. This sets the groundwork for the identification of old addresses and phone numbers. Where we have been provided with email addresses, there is a cleaning process that can assist in removing invalid addresses.

C9 Data Update

C9 Data Acquire is used to send SMS messages and direct the recipient to a personalised landing page where their additional information (e.g. email addresses) can be gathered and authenticated with an automated verification button. This information is passed back to the C9 Validate interface in real time and the contact records updated with any additional information. If requested the system can send a copy of this data to the recipient to amend or confirm the details they have entered.

C9 Data Verify

C9 Data Verify allows for gaps in the data to be followed up by our team using our bespoke call progress software. This ensures all communication with your contacts is reliable, auditable and tracked every step of the way.

Records can be entered into the system if there has been no response after a set period of time. C9 Data Verify can also automate updates, forms and confirmation documents to be sent to contacts in order to further authenticate their information.

Summary

C9 Validate is a purpose developed solution that uses proven techniques to audit, update and then verify your individual customer records. Ultimately this process will provide your organisation with a far more accurate and comprehensive extract of contact data at the end of the process. This allows you to effectively communicate with a higher percentage of your contacts.

Contact Us

If you would like to find out more about C9 Validate, please feel free to contact us.

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Digital Communications Transformed