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## ***The Value of Knowing More About Your Customers***

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### *How Customer Intelligence can Increase Contact Center Efficiency While Improving the Customer Experience*

Today's consumers are more demanding than ever. The traditional call center has evolved into a vital component of sophisticated cross-media customer acquisition and retention efforts, where customer relationship agents succeed or fail based on their access to accurate, current data and their ability to quickly respond.

Efficiency is always a top priority, but never more than in tough economic times. The trick is to maximize process and productivity while not compromising caller satisfaction, which can have an impact on the bottom line. While contact centers strive to increase average-speed-of-answer (ASA) and capitalize on selling opportunities under the pressure of budgetary constraints, consumers are becoming more discerning about every dollar spent and less inclined to divulge personal information.

Cell centers equipped with the latest lead verification, data enhancement and data capture technologies enable agents to have access to detailed information on a caller before picking up or initiating the call. These agents are able to verify data, gather additional information and conclude an inquiry with better results, in record time and with greater customer satisfaction.

### **The Redi-Connect™ Solution**

With as little information as a phone number, Redi-Connect recognizes inbound callers within milliseconds of the call initiation, drawing details from a database of over 215 million consumers. Name and address information are delivered instantly into the call center platform. This enables call-center agents to focus on verification rather than data entry, thus significantly reducing the time per call and minimizing errors.

The natural side-effect of this added efficiency is that caller satisfaction is increased as agents armed with realtime verification data have to ask fewer questions and are able to address the reason for the call in less time.

The benefits of a Redi-Connect collaboration go beyond offering substantial cost savings and reduction of call time, they include greater accuracy for data capture and order fulfillment. All Redi-Connect postal information is current and accurate, which means additional cost savings in reduction of undeliverable mail. In addition, Redi-Connect will enable agents to capture 'blind' identification of unhappy customers offering information and insight that would otherwise not be available.

#### **Call-Center Savings**

Total cost per agent per hour* (benefits, supervision, overhead, etc. included)	\$65.00
Total cost per agent per minute	\$ 1.09
Average time saved using Redi-Connect	40 seconds <i>(66% of one Minute)</i>
Total cost per agent per minute using Redi-Connect	\$ .72
Average cost per contact using Redi-Connect	\$ .11
<b>Savings for 8 calls during a single agent call hour**</b>	<b>\$ 4.88</b>

*\*Based on Call Center Costs: Insourcing vs. Outsourcing – Callogix 2007*

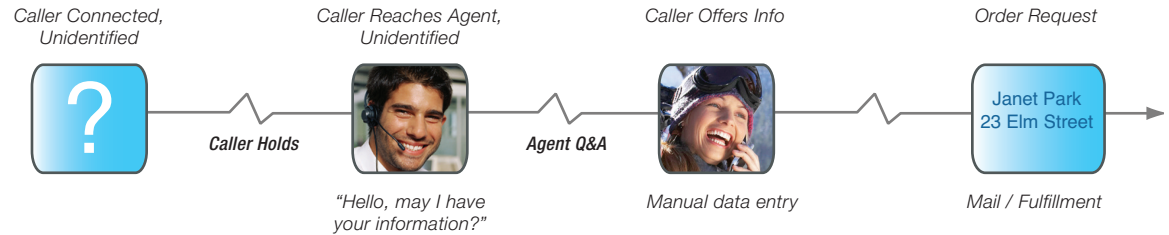
*\*\*ROI Calculation: (.72 - .11) x 8 = 4.88*

*American largest pet  
pharmacy reported  
overall operational savings  
of \$33K per month*

## The Redi-Connect Difference

### Traditional Model

In this common call-center model a caller answers a myriad of questions as the call center agent enters information manually. Every keystroke is an opportunity for error. The process is time consuming and presents a higher potential for a bad customer experience as callers wait longer to address the reason for their call.



### Result

- More time spent in Q & A and manual data entry
- Greater potential for keystroke errors resulting in wasted postage, shipping and materials

**Average errors in transcribing and data entry lead to up to 40% of undeliverable mail**

### Redi-Connect Model

With Redi-Connect, a caller is identified almost instantly from as little information as a phone number. Agent terminals are pre-populated with relevant data – first name, last name, address, cell phone information\* is pulled from a comprehensive national database of 215 million consumers, including 60 million cell phone numbers\*.

Agents verify data without a great deal of customer input and without lost time in transcribing, which allows agents to address the caller's needs more efficiently.

The Redi-Connect database is updated monthly with the National Change of Address (NCOA) file and every two weeks using Delivery

*America's largest pet pharmacy decreased catalog mailing returns/undeliverables from 40% to 2%, and reduced catalog mailing time to 72 hours after call received*



### Results:

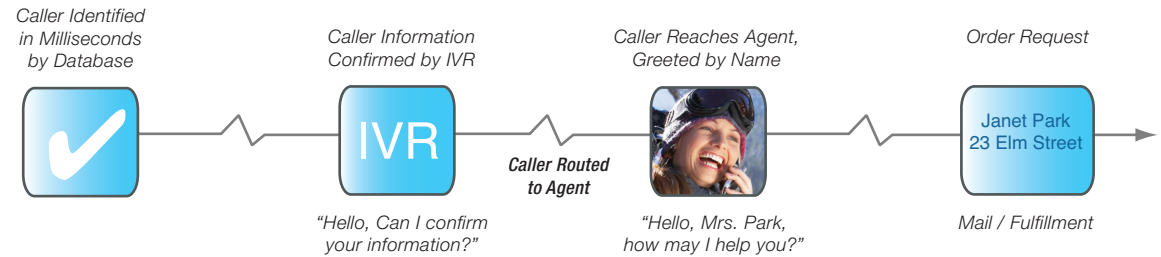
- Shorter call time means greater capacity per agent
- Improved efficiency through lower cost per call
- Capture of 'blind' identification of disgruntled callers that may not offer contact information or details otherwise
- Virtually eliminates undeliverable mail with more accurate customer data for additional cost savings
- Improved customer satisfaction

**Undeliverable mail rates are significantly reduced to levels close to 0%**

\*90% accuracy on cell phone numbers

## Redi-Connect + Interactive Voice Response (IVR)

To further enhance the value of Redi-Connect, the implementation of Interactive Voice Response (IVR) in conjunction with text-to-voice provides a more efficient alternative to recording and transcribing caller information. Callers are 'pre-verified' before reaching an agent negating the need for data verification and significantly reducing agent call time.



### Results:

- Reduced errors and subsequent waste of time and resources
- Increased customer satisfaction by reducing wait times for callers
- Reduced agent time and/or total seats

*North America's largest lawn care company reduced agents' time per call by 20-30 seconds in high volume season.*

## Redi-Connect Benefits

### Reduce Costs by Pre-populating Forms & Reducing Call Times

- Reduce manual key strokes, increase agent efficiency
- Flatten out peak traffic loads during live agent hours
- Enable text-to-voice instead of recording and transcribing, for more accurate addressing information

### Improve Accuracy of Orders and Requests

- Reduce losses due to incorrectly transcribed addresses
- Save substantially on postage, shipping, inventory, promotional materials, catalogs, etc.
- Increase caller satisfaction

### Improve Customer Relations

- Greet customers by name and add important personal touch
- Dramatically decrease order and fulfillment errors, increasing customer satisfaction and company image
- Gather 'blind' identification of dissatisfied callers, when information would otherwise not be captured

*America's largest spice company reduced check/couponing errors to a minimum, drastically reducing complaints*

## **Technology**

*To provide context: it takes  
300 milliseconds to blink*

Redi-Connect's proprietary technology platform enables realtime record delivery within sub-seconds, which translates to 80 – 300 milliseconds. Redi-Connect is operating-system ubiquitous and can be integrated with any web services-enabled environment.

This technology is designed to integrate all consumer touch points – call center, IVR, Web and customer service chat – empowering contact center agents with realtime data across the entire 24-7 INtouch mutli-channel system.

## **Data Delivery Formats**

**Formats for Returns: XML or CSV** - Query capabilities, requirements, and additional filters include:

**Phone 10** - Area code plus exchange of phone number, city, state, country, ZIP code, ZIP + 4 (nine digit), and residence only, business only, or both selectors

**Business** - Business name (partial, sounds like), street name, street number, city, state, country, ZIP code, ZIP + 4 (nine digit), and up to 2 SICs

**Consumer** - Last name, first name, street name, street number, city, state, country, ZIP code, ZIP + 4 (nine digit)

**Address** - Street name, street number, city, state, country, ZIP code, ZIP + 4 (nine digit), and residence only, business only, or both selectors

## ***About Redi-Connect***

Redi-Connect empowers contact centers and Web companies with realtime lead verification and data enhancement solutions. With as little information as a phone number, Redi-Connect instantly recognizes customers and delivers name and address information from a database of over 215 million consumers.

Once consumers are recognized, Redi-Connect can deliver more data from over 100 data points in extensive databases, including demographics, buying habits, diversity information and more.

Redi-Connect is a product of Redi-Data, a leading provider of data and data services. Redi-Data uses the most-advanced technology and a proprietary system to deliver unique and innovative products, coupled with the highest level of customer service.

Redi-Data, Inc. is headquartered in Fairfield, New Jersey.

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