

## *More than Half of the Top 25 Call Centers Count on TARGUSinfo*

### **Company Answers Call for On-Demand Insight to Increase Customer Service and Conversion Levels**

VIENNA, Va., January 30, 2009 – The nation’s leading outsourced call centers are turning to TARGUSinfo, the leader in On-Demand Insight<sup>SM</sup>, to enhance their customer acquisition efforts. TARGUSinfo announced today that it is delivering its on-demand services to **15 of the top 25 call centers and IVR service bureaus** across the country.

“The depth of our partnerships with such recognized leaders in outsourced communications and marketing services speaks strongly to our ability to help our clients increase efficiencies and drive increased revenue,” said Paul McConville, TARGUSinfo Director, Consumer-Facing Services. “By providing complete and accurate coverage of consumer and business information at the moment it’s needed, TARGUSinfo is helping call centers drive increased value from each and every interaction.”

Drawing from a robust data repository and real-time delivery network, which supports more than 30 billion transactions a year, TARGUSinfo delivers the right knowledge at the right moment. West Interactive and Teleperformance Interactive are among the leading customer contact companies nationwide who have integrated TARGUSinfo’s services into their IVR platforms and automated call-handling processes to help their clients improve customer interactions and increase overall customer satisfaction.

### **Improving Call Efficiency**

All companies are being asked to do more with less. On-Demand Information<sup>SM</sup> services from TARGUSinfo give the nation’s top call centers a head start by putting the right information at their fingertips — improving agent productivity, minimizing transcription errors and reducing call times. For over 15 years, TARGUSinfo has enabled call centers to:

- **Eliminate Tedious and Time-Consuming Transcription:** With just a phone number, TARGUSinfo *instantly* delivers accurate, mail-deliverable name and address information to an agent desktop or IVR. By verifying information instead of asking customers to painstakingly dictate it, call centers are able to improve customer service and boost conversion rates.
- **Automate Fulfillment via Speech-Based Applications:** TARGUSinfo combines its best-in-class consumer data and patented speech grammars for name and mail-deliverable address to deliver 95%+ transcription automation. By combining data and speech, automation rates increase, call lengths are shortened and the user experience is far superior to those that use speech capabilities alone.

### **Maximizing Customer Leads**

As a trusted source of business and consumer insight, TARGUSinfo continues to pioneer solutions to enable organizations and their call centers to engage customers. Not only does the company ensure that its clients’ marketing and CRM efforts start with the right information, but it also works to help them to turn information into profit-generating insight.

Call centers are rapidly adopting the company's most recent innovations, **On-Demand Lead Scoring** and **Automated Remarketing services**, to further augment their acquisition and cross-sell efforts with both customers and unknown prospects alike.

- **On-Demand Lead Scoring:** Allows companies to instantly identify the most valuable leads and deliver insights that increase the likelihood of conversion. TARGUSinfo combines a company's campaign and transactional data with its own comprehensive consumer data to develop a customized set of lead scores. In the call center, high-priority callers can be jumped to the head of the call queue and routed to the most appropriate agents, while allowing lower-priority callers to be shifted to an IVR or overflow call center. With on-demand lead scores at their fingertips, agents immediately know who is calling, the potential value of the prospect and which message or offer will be most compelling to the caller.
- **Automated Remarketing:** Helps companies recapture lost opportunities quickly and easily with its **SecondApproach<sup>SM</sup> services**. Companies provide artwork for mailers as well as a daily list of phone numbers for non-converting callers. Within 24 hours, TARGUSinfo appends verified names and addresses and sends personalized mailers to encourage prospects to call back and complete the purchase. On average, companies using SecondApproach services are increasing their conversion rate by three to five percentage points for callers who were once considered lost opportunities.

"In the current economic environment, companies must fight harder to translate prospects into customers and increase sales," adds McConville. "At TARGUSinfo, we're continually developing innovative solutions that will give our customers the edge over the competition and enable them to realize the true potential of every lead."

### About TARGUSinfo

TARGUSinfo provides unique identification, verification, scoring and location solutions that enable communication service providers, retailers, call-center operators, Web-based marketers and others to dramatically increase the quality of their services and the effectiveness of their marketing. A privately held company, TARGUSinfo is headquartered in Vienna, Va. For more information, visit [www.TARGUSinfo.com](http://www.TARGUSinfo.com).

### Contact Information

Rufus Manning  
TARGUSinfo  
703.272.6215  
[pr@targusinfo.com](mailto:pr@targusinfo.com)