



# Keeping critical data current

Dun & Bradstreet prides itself on the accuracy of its vast database of valuable business information. Thanks to VoiceSage the company is able to validate millions of contact numbers each year, maximising data accuracy

D&B is a leading international source of commercial information on businesses, credentials it has built up over more than 170 years. Its global database contains more than 195 million business records. More than 100,000 companies rely on D&B to provide the insight they need to help build profitable, quality business relationships with their customers, suppliers and business partners. To help ensure the accuracy and completeness of its information, D&B uses sophisticated data collection tools and updates its database over 1.5 million times a day.

## Volume control

As part of D&B's quality control processes the company must continually check the telephone numbers in its database, to verify that companies' contact details are still valid. Given the millions of records D&B keeps, and the speed with which markets change, this task is endless. Checking the numbers manually would be unthinkable, so D&B relies on a reliable, technology-driven solution.

While the internal solution the company had used previously was adequate, D&B had become frustrated that it wasn't processing the required volumes of numbers efficiently and decided that a more productive and cost-effective solution was needed.

## Flexible scalability

In 2009 D&B signed a contract with outbound communications specialist VoiceSage, which was able to service the high volumes of calls the company needed to maintain the database quality and currency it strives for.

As a fully managed service, harnessing a highly reliable and efficient automated call verification solution, VoiceSage processes millions of phone numbers annually for D&B and provides reports on which numbers are live and which are no longer valid. This allows D&B to act quickly, ensuring that its database contents are consistently up to date and maintaining their value to fee-paying customers. The VoiceSage service is highly flexible, allowing D&B to adjust the bandwidth and cost of the service to the peaks and troughs of demand over a typical year.

*The VoiceSage team always deliver a consistent and reliable service. They are quick to respond to special requests whenever a particular need arises and have the flexibility to turn things around promptly. With a focus on customer service, we truly value their contribution to our business.*

Taras Vynntyskyy, Vendor Manager, D&B UK





## Exceeding customer expectations

- Rapid turnaround of high volumes of records – millions of business phone numbers are checked by VoiceSage annually, far exceeding the capacity of D&B's internal capability.
- Previously, D&B had found 9% of records to contain invalid telephone details. Extrapolated across millions of entries, this was a substantial number of inaccurate records. By processing high volumes of calls, VoiceSage has been able to improve the currency of the database
- Cost-efficiency. The dedicated, managed service, which harnesses the latest technology, and flexible resource allocation, means VoiceSage can provide economies of scale that D&B could not match internally. In addition, D&B only pays for the resources it uses, and is able to spontaneously scale its use of the service up or down as demands vary over the year
- Reporting is highly responsive. D&B receives reports typically within a week of instruction, allowing it to act swiftly where business contact numbers in its database have been found to be no longer valid
- By improving the throughput of its database verification process, D&B has been able to further enhance the reliability and credibility of its vast business database, improving customer value and satisfaction

For Taras Vynntyskyy, Vendor Manager at D&B “VoiceSage has given us the capacity to process much larger volumes than we were able to manage internally, and at a reasonable cost. Their reporting capability means we have good insight, enabling us to keep our database current and ensure its integrity”

### AT A GLANCE

#### Applications

- Interactive Voice Messaging

#### Challenges

- Inefficient high-volume record processing
- Need for continuous data validation
- Level of inaccurate data records

#### Benefits

- Rapid turnaround of high volume records
- Reduced costs
- Increased data accuracy leading to increased customer satisfaction