

CALL CENTERS SAVE TIME & MONEY WITH THESE TOOLS

THE CHALLENGE

Call centers and call center applications often handle astronomical outbound call volumes. Text-enabled communications centers can hit even higher volumes with automated texting.

The speed of these connections requires thorough, consistent database quality control. New contacts are constantly being poured into marketing databases, and centers chew through whole lists in days.

One batch of bad or unprocessed data could lead to hundreds or thousands of missed connections and unread text messages.



since TCPA fines are charged per violation, a list of uncategorized or inaccurate phone numbers could quickly rack up thousands in fines.

A call center with 3000 agents can make more than 1.05 million personal contacts per week.

Call center applications can handle over 20 million minutes of calls per month². With TCPA violation fines ranging from \$500 to \$1500 per infraction³, the cost of a data management error could quickly spiral out of control.

This means that call centers and call center applications need accurate personal information validation and data completion tools that are capable of processing data in high volumes fast enough to keep up with the breakneck pace of call center outreach.

1.05
MILLION

Call centers can make more than **1.05 million** personal contacts a week

20
MILLION

Call center applications can handle over **20 million** minutes of calls per month

\$500 -
\$1500

TCPA violations range from **\$500 to \$1500** per infraction

THE SOLUTIONS

SEARCHBUG BATCH PHONE NUMBER VALIDATION AND IDENTIFICATION

Validating and categorizing phone numbers is a vital, ongoing process for call centers. Each list of phone numbers needs to be split based on whether a number is a cell phone or a landline.

Numbers on the DNC list need to be identified and removed. Since call centers perform this process constantly, it is important that their batch processing service returns results quickly, so that calls and messages can go out every day.

Searchbug batch phone number identification services verify phone numbers and deliver all the vital line information call centers need to maintain compliance and improve successful connection and message delivery rates.

Call centers can simply upload phone lists in .csv, .txt, or Excel format, get their results in minutes, then reload the processed data back onto their databases, ready for use.

Searchbug Batch Verify Phone Number services provide:

- Line type (landline, cell phone, VoIP)
- Carrier and OCN
- Line status (active, inactive, invalid)
- Portability
- SMS email
- Location
- State
- Timezone

SEARCHBUG PHONE VALIDATION AND IDENTIFICATION API

Call center application developers and call centers that use call management and automation software need data integration.

Call center software automates most of the manual tasks of outbound calling and exponentially increases the number of calls a center makes each day. So, even if the data is used efficiently within the system, manually uploading lists and reloading the processed data can be an inefficient way to get cleaned data into the system.

An API makes it possible to automate data validation and completion altogether. With API integration, call centers can simply load their phone lists into their call center software. The software automatically sends the data for processing via an API call, and puts the results to use as soon as they are received.

Searchbug APIs are capable of delivering the same information as the batch phone validation.

SEARCHBUG PHONE VALIDATION AND IDENTIFICATION API

Although it is incredibly important that the data is correct once it is in the call center system, getting lists of contacts in the first place is an entirely separate ordeal.

Building call center contact lists can be done quickly if you have a few pieces of data. Call centers can build contact lists from other marketing databases by appending phone numbers to lists of names and email addresses or physical addresses.

A company can use batch contact information append services to expand their customer outreach to multiple communication channels without contacting customers multiple times. This way, new contact data can be added to call center databases as fast, or faster than the data is consumed, without negatively impacting the customer experience.

Searchbug Batch Append Contact Information adds this information to your lists:

- Phone Number
- Name
- Address
- Email Address

CONCLUSION

Contact centers use contact data in an astronomical rate. Therefore, they need data collection and validation tools that can match their data consumption. Otherwise, the databases will be insufficiently stocked for call center operations, and call centers could incur significant fines for compliance violations.

Sources

- Forrester Research, https://go.forrester.com/blogs/11-03-07-wake_up_call_centers_hold_enormous_potential_for_brands/
- Telnix, https://go.telnix.com/rs/028-JJW-728/images/CallControl_CaseStudy_V3.1.pdf?utm_source=referral&utm_medium=blog&utm_campaign=CS-CallControl-18
- Lexology, <https://www.lexology.com/library/detail.aspx?g=184a7a85-2501-4eb9-ad46-8d50e1e62539>



ABOUT SEARCHBUG

Searchbug is a professional online service for validating phone numbers, retrieving phone number data, and gathering customer contact information that enables businesses to get reliable data for running high outbound call volumes and maintaining compliance.