

HOW DATA PROCESSORS GET DEPENDABLE DATA

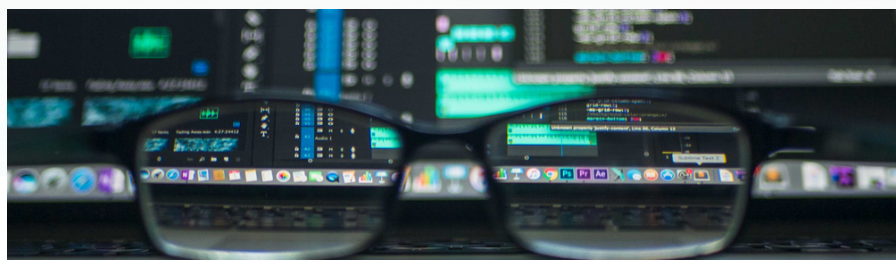
THE CHALLENGE

Data processors need accurate data in order to help their clients create actionable insights.

If your data is not accurate, the insights you generate are not usable. Unusable insights do not help your clients.

Even if only a small percentage of your data is bad, that equates to hundreds or thousands of incorrect data points when you are working with big data. So dependable data is a must-have for data processors.

It is estimated that 71 percent of consumer data is less than 50 percent accurate



Therefore, getting dependable data requires reliable data collection and validation tools.

This means tools for collecting and verifying every type of data that you work with—names, phone numbers, addresses, email addresses.

Additionally, these tools need to help streamline and automate data processing. Databases are huge. Manual data handling will not cut it. Processing data quickly and efficiently makes your business more cost-efficient.

Searchbug provides all the data validation and collection tools that data processors need to improve their cost efficiency and offer better data processing services to their clients.

THE SOLUTIONS

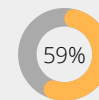
Searchbug offers bulk data processing services for every type for data and every stage of the data processing service, and tools for automating your services.

SEARCHBUG API

Bulk validation is excellent, and it makes data processing a lot more efficient. However, in order to truly cut out manual processes and reduce manual data entry errors, you need to automate as much as you can. That is where the Searchbug APIs come in. Searchbug APIs enable your in-house software to access the Searchbug system, upload data, and retrieve the results. With good data integration, you can almost completely remove the human element from data processing. This means more efficiency and less bad data.



84% of people found that their economic data was less than 50% correct



59% of people found that their demographic data was less than 50% correct



41% of people found that their home data was less than 50% correct

THE SOLUTIONS

SEARCHBUG BATCH VERIFY PHONE NUMBERS

Phone numbers are prone to errors during the data entry stage. That means that many of the phone numbers you get from your data collection system will be invalid or incorrect.

Therefore, you absolutely *must* verify phone numbers before you use them for any sort of customer outreach or data analysis.

The Searchbug batch phone verification tool validates phone numbers in bulk and gathers enough information about phone numbers to generate location and demographic insights from just a company phone list.

Additionally, this detailed phone information enables businesses to reliably make contact with their customers and build text outreach and marketing programs without violating TCPA laws

Searchbug Batch Verify Phone Number Service Can Get:

- Line Type
- Carrier
- Line status
- DNC List Status
- Porting History
- SMS Email Address
- Location
- State
- Timezone

Processing phone numbers in bulk minimizes manual data entry—the most common source of errors—and makes data processing more efficient. Simply upload phone lists through the Searchbug self-service interface, get results in a matter of minutes, and reload the verified results into your database.

CONCLUSION

Every data processing provider needs data completion and validation as part of their system. Bulk data verification and data integration are the best ways to validate data efficiently, with minimal manual data handling that could introduce bad data during the process. Adding these tools to your data processing system will improve the value of your services.

Sources

- Deloitte, Predictably Inaccurate: The Prevalence and Perils of Bad Big Data
<https://www2.deloitte.com/insights/us/en/deloitte-review/issue-21/analytics-bad-data-quality.html>

SEARCHBUG BATCH APPEND CONTACT INFORMATION

To perform proper data analysis and generate actionable insights, you need complete customer profiles. Otherwise, the data is incomplete and the analysis will be inconclusive.

Unfortunately, not all companies have thorough data collection processes. Many businesses are still collecting data on paper and manually inputting information into their systems. Processes like this are error-prone and do nothing to validate data before it goes into the database. A large portion of customer data will be incomplete or incorrect. It needs to be cleaned before you process it.

The Searchbug Batch: Append Contact Information tool completes customer profiles with the most recent information available. It can be used to ensure that new customer data is complete or it can be used to update old customer databases.

Searchbug Batch Append Contact Information Service Can Get:

- Name and Aliases
- Current and Previous Addresses (within the last 3 years)
- Email address and Phone Number
- Date of Birth and date of death if deceased
- Relative's names and dates of birth

The Searchbug Batch: Append Contact information tool works exactly the same way as the bulk phone validation tool. Upload lists of any size through the online, self-service interface and Searchbug delivers verified data that you can load directly into your databases.



ABOUT SEARCHBUG

Searchbug is a professional service for bulk data validation and collection and data integration.

Searchbug helps data processors deliver dependable data analysis and insights that make their data processing services indispensable.