

We are proud of our results!

Background:

For their clients IDAP Information Systems provides inbound and outbound voice messaging services. Often this messaging consists of important recorded information or texts such as Appointment Reminders, School Notifications, Political Messages, Church bereavement notices or weather-related schedule changes, or even critical information regarding an emergency situation. For IDAP to be successful it is imperative the outbound messages they send on behalf of their clients are received by their targets quickly. It is essential that IDAP keeps accurate data and they need to keep that data up to date on behalf of their customers.

The Problem:

IDAP's clients rely on them for results in their outbound messaging and texting campaigns. With today's state of the art technology in communications, IDAP leverages the telephone and text messages to communicate their client's outbound messaging. Contact phone numbers in a database are only good if they are accurate. For IDAP to be successful they need to be able to properly code their client's database with the correct phone type (landlines, cell phones, and VoIP) so they are not sending a vitally important text to a landline or voice messaging a cell phone without the proper authorization.

Enter Searchbug & IDAP

IDAP enlists Searchbug's proprietary batch processing phone tool to ensure they have accurate contact data for their clients. Searchbug's powerful and cost effective Identify Line Type tool allows

IDAP to simply upload a CSV file, quickly process and reload it back into their database with which they can then begin their client's campaigns.

IDAP's James Ravazzolo explains, "It is becoming much more necessary for us to use the Searchbug's Identify Line Type tool as texting is really taking over modern communications. Our business used to be primarily outbound calls now everyone just wants texts. So we need to know if a phone number in a client's database is cell or a landline."

"I had found several websites that allowed me to segment my lists one at a time but until searchbug I haven't really found any that allowed me to do large batches."

"I love using Searchbug because it allows me to tell the client definitively that we can target cell numbers properly. We're not going to send out 500 texts to landlines. The clients are often fascinated that we split the numbers into cell and landlines and then they are happy they are going to be potentially saving a lot of money. In the eyes of our clients this makes us look like champs. It's a powerful feature that I can offer our clients which makes them very happy."



SearchBug is a professional online service for finding and investigating people, businesses, addresses, phone numbers, conducting social security number verification in lieu of e-verify, and much more.

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James Ravazzolo, IDAP Information Systems

Telcom Powerhouse IDAP Information Systems Relies on Searchbug's Data Services

And Becomes A Champion In The Eyes Of Their Clients

Contact us today
Call [\(800\) 990-2939](tel:800-990-2939)

www.searchbug.com