



Cleans & Verifies Global Contact Data to Improve Communications, Sales & Response

CLEAN_Customer™ is your global address, name, phone, and email verification tool for your Salesforce® CRM contacts. This cloud solution provides identity verification, global address validation, auto-completion and data enrichment functionality so you can maintain accurate, up-to-date contact information throughout your organization to improve sales and marketing initiatives and enhance customer engagement and satisfaction.

What can CLEAN_Customer do for you?

- Verify U.S. & International addresses for 240+ countries to improve deliverability while reducing and eliminating the costs associated with returns.
- Match, merge & purge duplicate records for a single, accurate view of each contact for better lead scoring and sales/marketing efficiency.
- Add valuable demographic & firmographic information for effective targeting and segmentation.
- Update addresses of customers who have moved, this develops stronger customer relationships and delivers accurate contact information.
- Auto-completes address information to increase data entry speed, accuracy and reduce web form abandonment.
- Add latitude and longitude geocodes for over 40 countries to accurately map customer locations.

Benefits

- Sell More Efficiently
- Maintain Relationships
- Maximize Marketing
- Optimize Data Accuracy
- Reduce Costs

Features

- Support for all standard and custom Salesforce objects.
- Address auto-completion.
- Easily build individualized interfaces.
- Verify data within customer templates.

“Fortune 1000 enterprises will lose more money in operational inefficiency due to Data Quality issues than they will spend on data warehouse and customer relationship management (CRM) initiatives.”

– Gartner

Data integrity for Salesforce contact us now!

Enterprise Plan

- Annual volume licensing with unlimited users
- Support for all Salesforce Objects including Custom Objects
- Enables global address auto-completion (Express Entry)
- Builds individualized interfaces & verifies data within custom templates

CLEAN_Customer components for Salesforce Applications



1. Address Auto-Completion

CLEAN_Customer quickly and accurately auto-completes U.S. and International addresses, reducing keystrokes by up to 50% while ensuring only valid and properly formatted data is applied to your Salesforce contact records. CLEAN_Customer's Express Entry feature is perfect for data entry, call centers, and web forms.



2. International Contact Data Verification

CLEAN_Customer verifies addresses for over 240 countries, providing real-time email inbox validation that ensures deliverability and verifies names and phone numbers for trusted contact data accuracy.



3. Find and Dedupe Records

Identifies and eliminates 10-50 million duplicate records per hour. Pinpoint hard-to-detect duplicates with advanced fuzzy matching algorithms and deep domain knowledge. Select records to merge and delete to create a Golden Record for a single and unique view of each contact.



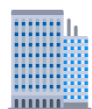
4. Data Appending

CLEAN_Customer fills in the missing data in your records – name, address, phone and email – to complete your contact information. It also enriches your contact records with detailed global geographics (latitude and longitude), U.S. demographics and property/mortgage information. Now that your records are packed with personality and individuality, you can successfully expand and personalize your sales and marketing initiatives.



5. Change-of-Address Processing

Change-of-Address Processing offers U.S. and Canada move-update processing to ensure you stay in touch with your valued customers. Reduce waste and costs associated with returns, qualify mailings for applicable postal discounts and keep your customer communications and relationships viable.



6. Expand B2B Contacts

Add company names, addresses, stock ticker, websites, phone numbers, SIC codes, employee size and more with our Business Coder. It covers 25 million multi-sourced, verified records for detailed business data that will help drive better and more informed decisions.

About Runner EDQ

Since 1997, Runner Enterprise Data Quality has been a leading provider of data quality and address verification solutions. Runner EDQ's data quality software, Cloud services and data integration components verify, standardize, consolidate, enhance, and update U.S. and global contact data for improved communications and ROI. Companies rely on Runner EDQ to gain and maintain accurate and trusted views of critical information assets.

Runner Enterprise Data Quality
2424 N Federal Hwy
Suite 100
Boca Raton, FL 33431-7796

561-395-9322
www.RunnerEDQ.com

Find us on:

Twitter: @RunnerEDQ

Facebook.com/RunnerEDQ

LinkedIn.com/company/RunnerEDQ

Ensure everyday address quality and accuracy

Increase the speed and precision of database entry

Increase contact integrity with enhanced information

Reduce waste on print, postage, and returned mail.