

The logo for SSI, consisting of the letters 'SSi' in a white, bold, sans-serif font on a red background.A red dart with a silver ferrule is shown hitting the bullseye of a target. The target has concentric rings and the word 'GOAL' is visible on the bullseye. The background is dark with a red glow around the dart.

SSi Data Enhancement Services:

Improve the Accuracy, Speed and Effectiveness of Your Offline and Online Samples

What Are SSI Data Enhancement Services?

Powerful Solutions for Identifying Wireless Numbers, Eliminating Disconnects, Appending Data, Segmenting Targets and More

SSi Data Enhancement Services are a full suite of solutions designed to optimize your offline and online research projects. They increase accuracy and effectiveness, while reducing risk and costs. Key services include:

1. *WirelessID.* SSI identifies and removes wireless and potentially wireless numbers from your files, ensuring you comply with TCPA regulations prohibiting calling wireless phones with automatic dialing equipment. Wireless and landline carriers often share prefixes. Therefore, prefix information is no longer enough to identify wireless numbers. SSI can find and delete dedicated and shared 1,000 blocks. We also can remove landline numbers that have been ported to wireless services—or flag those numbers for clients with their own NeuStar license.

SSi's WirelessID ensures both speed and accuracy, because we maintain our own file of all wireless and potentially wireless 1,000 blocks—and update our information every month. Our file covers all wireless devices, including cell phones, mobile, paging and personal communications services (PCS).

2. *SSi PhoneFind.* Using specialized computer-matching algorithms, master telephone directory files and proprietary information, SSI PhoneFind appends telephone numbers to both residential and business name and address files. Depending on the quality of your file, match rates range from 30% - 60% for residential files and from 20% - 40% for business files.

3. *Name and address appending.* SSI appends phone numbers to name and address files—using computerized search criteria based on area or ZIP Codes and phone numbers—with a 30% - 50% match rate.

4. *Segmentation coding.* SSI offers five segmentation options that group households or geographic units into clusters with similar psycho-demographic characteristics, giving researchers sharper profiling insights.

5. *Disconnect Eliminations.* SSI eliminates up to 70% of the disconnected numbers in your customer telephone sample, cutting costs, increasing efficiency and reducing fielding times.

6. *Demographic and geographic data appending.* SSI helps you target your highest-potential prospects by enhancing your file with residential or business demographic overlays. Residential demographics include age, income, ethnicity and more. Business demographics include SIC, contact name, size, sales volume and many others. We also can apply geographic codes to your phone files, including FIPS state and country codes, MSA, census region or tract, urban/suburban/rural and ZIP Code.

(continued)



knowledge



online



offline



mixed access



multi-mode

7. **SSI PhoneFix.** SSI validates your current phone files. Plus, when a new area code is released, we provide you with all affected exchanges, so you can update your information.
8. **SSI Radius.** SSI Radius is a site location methodology—often used to determine trade areas-- that helps identify target geographies. A radius can be run from an exact address, longitude and latitude coordinates, census tracts or ZIP Codes. SSI also has mapping capabilities to help determine which geography best matches your sample area.

Why Are SSI Data Enhancement Services Critically Important Now?

They Maximize Savings, Efficiency and Speed in Today's Challenging Research Environment

Research is undergoing significant change. In the US, almost 32% of homes are now cell only—and that trend is echoed around the world. At the same time, working phone rates are declining. And, with budgets and timelines both getting tighter, your need for faster, more efficient, better targeted information is growing.

SSI Data Enhancement Services ensure you can conduct your research with the speed, cost effectiveness and precision today's market demands. We help you overcome the challenge of integrating wireless numbers...save you time and money by eliminating disconnects...and optimize targeting with the state-of-the-art data appending, mapping and segmentation tools.

What Unique Value Does SSI Data Enhancement Services Deliver?

Less Risk, More Savings, Improved Targeting and Higher Accuracy

SSI Data Enhancement Services offer powerful benefits including:

- **Reducing risk.** Flagging wireless numbers ensures you comply with TCPA regulations to dial all wireless sample manually.
- **Saving time and money.** Because SSI maintains a file of non-POTS (Plain Old Telephone Service) 1,000 blocks—updated every month—we can rapidly pinpoint wireless or potentially wireless numbers. We also can cut expenses and turnaround times by quickly eliminating disconnects...validating and updating phone files...and appending names, addresses and phone numbers to complete your information. With SSI, you can conduct your phone research with the highest speed and the lowest cost and risk.
- **Enhancing targeting.** Demographic and geographic appending, segmentation coding and mapping all help you improve targeting—and home in on the highest-potential geographies and prospects for your specific project.
- **Increasing accuracy.** SSI confirms the accuracy of your phone files—and lets you update them immediately with new area code information. In addition, we have the industry's highest match rates for enhancing your files with the correct name, address and phone information.

How Do I Get More Information?

To learn more about how SSI can support the success of your telephone data collection projects, please contact us:

- **In North America:** +1 203 567 7200 or info@surveysampling.com
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