

GBAccelerator® Online

GBAccelerator Online brings you a variety of name and address data capture solutions - available over the internet. GB's online portfolio drastically reduces the time it takes to capture customer name and address details at the point of registration and ensures accurate information is supplied in a consistent format from day one.

Background

The correct and efficient capture of customer information is crucial to the success of any organisation, because the opportunity to cleanse and append data is reducing every day due to changing legislation and the increasing trend of people removing their information from the public domain. For example 37% of people currently opt-out of the Electoral Roll, 42% of individuals register as ex-directory and 15 million people are registered for the Telephone Preference Service.

It is also extremely difficult to append new media with low match rates for email addresses and no central database for mobile phone numbers. To future proof your business, it is critical that you act now by ensuring as much information as possible is captured from day one, allowing you to maximise customer value.

Features

Using never before combined datasets, GBAccelerator Online searches multiple databases which capture name, address and telephone details in sub-second speed. Our solution gives you access to the most current and up-to-date UK population data, including email, landline and mobile telephone number validation* available with flexible integration/access options.

Operating via an online connection gives you EXCLUSIVE access to data that has never before been available on disk, including:

Flexible options:

- Most current data (benefit from 5 million updates as they happen, compared with quarterly updates via disk)
- Capture and verify details at multi-channel customer contact points i.e. mobile and email*
- Identify properties that are potentially susceptible to 'mail non-receipt fraud'
- Rapid integration using future proof web service technology
- Sub-second/rapid look up and data capture

- Address standardisation through our Free Format Address Matching Engine (FFAME) improving match rates by up to 40%
- Delivered via 'hosted' web service ensuring maximum resilience, speed and security

Functionality

Partial or wildcard searching on name or address - for example search for Kat followed by an asterisk if you are unsure if Kate will be listed as Katy, Kathryn, Kathy, Katrina etc.

Enhanced searching technology - enabling 'fuzzy' phonetic matching, for example FEBE will return PHOEBE, PHOEBUS, FABIAN etc.

Interactive spelling - ideal for difficult to spell words e.g. Llangollen or if you are unable to read someone's writing, saving you time inputting information.

Screen printing and copy/paste function - allows you to easily transfer information to another system.

Return a full address from just part of an address in sub-second speed - saves up to 80% of keystrokes normally required for data capture and searching.



Benefits

Improve customer experience - accelerate the registration process to reduce the waiting time for your customers. You can also capture customer contact preferences, which allows you to tailor future communication.

Currency of data - always access the most up-to-date data available through web services.

Web services enabled - access via our web portal or integrate into existing applications such as a CRM tool, website or intranet. We can also provide a simple upgrade path to other GBAccelerator Online products.

Time efficiencies - the need to upload disks is removed.

Enhance contact strategies - increase the depth and accuracy of data capture at the point of registration, to aid future contact strategies and enable increased campaign performance/improved debt collection.

Reduce postal costs - accurate addresses allow you to benefit from mailing discounts and a reduction in returned mail.

Data security - data held on dual site locations with a failover system to ensure 24/7 resilience. This removes the headache associated with uploading, maintaining and storing data at your location.

Environmentally friendly - no monthly/quarterly distribution of disks which helps to save the impact of production, paper/packaging and postage.

Data Source

Electoral Roll:

- Current Electoral Roll (Edited)
- 'Top-up' Roll of 12m records
- Length of residency
- Gender indicator
- Rolling Register (approx 200K updates per MONTH)



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Royal Mail PAF:

- 28m addresses and over 1.7m postcodes
- Includes Residential and Business data
- Updated WEEKLY (approx 25k updates per week)

UK Telephone Number Database:

- The UK Telephone Number Database is an extract from BT OSIS
- Over 15.5m UK landline and mobile telephone numbers
- Sourced from over 30 telephone number providers (e.g. BT, Cable & Wireless)
- Typically updated between 30,000 and 70,000 times, 6 days per week

Validation:

- For email, landline and mobile phones*
- For mobile phones you can identify the network operator, the country the mobile is registered in, and where in the world it is live currently*

*GB's validation functions utilise proprietary technology and for clarity do not reference the UK Telephone Number Database (an extract from BT OSIS) in anyway

About GB

GB Group, the UK's leading identity management business, helps organisations realise the full value of their customer base by recognising and verifying all elements of a consumer's identity at every interaction.

We know that identity matters. Through the application of our leading technology, we protect, predict and provide information that is used to maximise customer value for some of the largest companies in the UK.

GB Group has three complementary offerings:

- **Identity Verification** - combating ID fraud, money laundering and under-age gambling
- **Identity Capture and Maintenance** - providing accurate and up-to-date customer information for your contact strategy
- **Identity Analysis** - understanding, targeting and retaining profitable customers

This enables our clients to make informed business decisions based on a thorough knowledge of consumer identity and behaviour, leading to more effective communication and interaction with the customer.

Information correct at April 2008