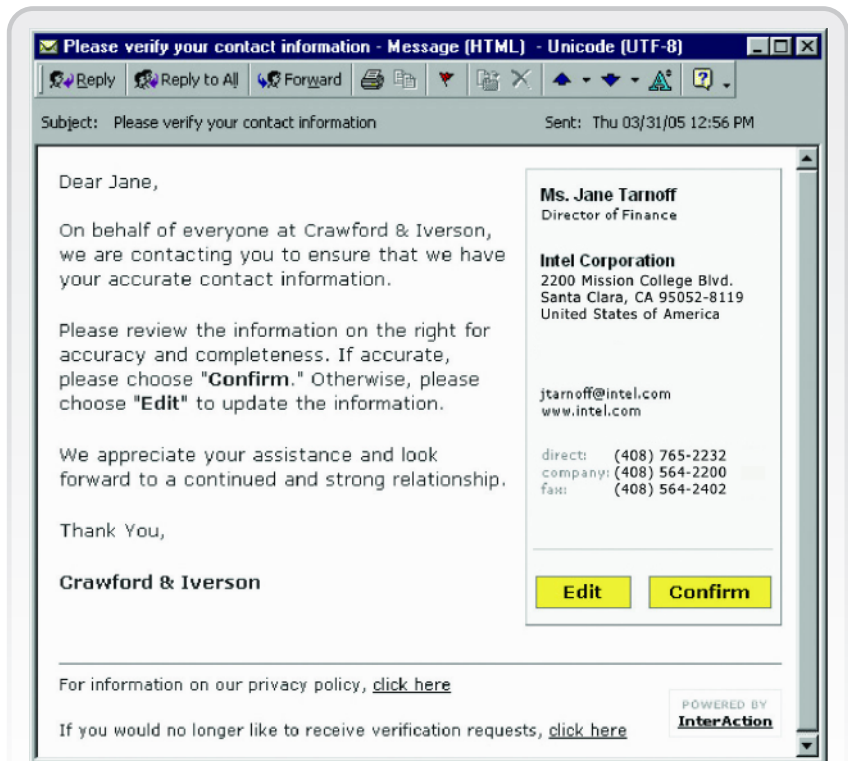




The InterAction® Contact Verifier™ module enables InterAction users to easily update their key contacts through an automated e-mail process. The system queries external contacts for their updated contact information and when responses are received, it automatically updates the centralized database. This new tool is fully integrated with InterAction and provides customers with a fast, easy and reliable way to keep contact data accurate and complete.

Keeping Contact Information Updated is Easy

InterAction Contact Verifier is fully integrated into InterAction for easy implementation and use. To initiate the automated contact verification process, professionals, secretaries, administrative personnel and marketing professionals add their contacts to the Verifier mailing list. Once the list is complete, InterAction Contact Verifier exports all contacts into a customizable template. At this point, key business information about the contact is pulled from InterAction and displayed in the template. All contacts receive an e-mail listing their contact information, which they are then prompted to verify. Contacts can either confirm or modify their information, and the new information is then updated directly into the InterAction database.



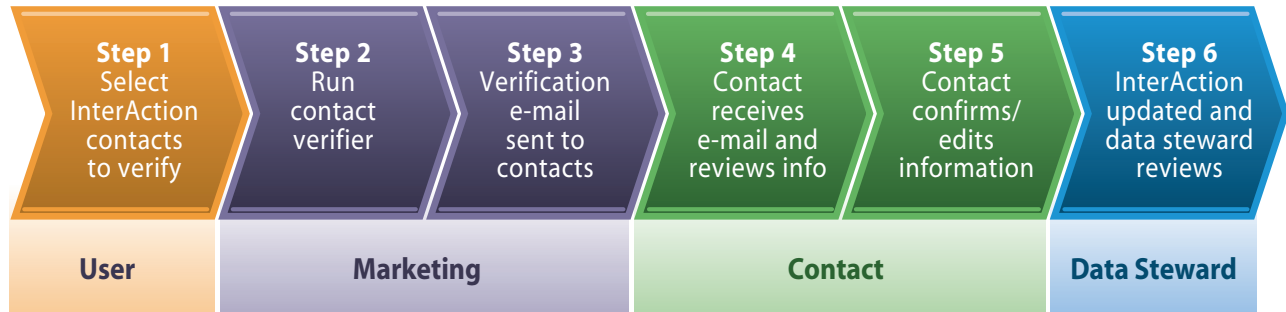
Out of the box, customizable templates are available to fit the needs of your firm or organization.

Complete Integration with InterAction

Because InterAction Contact Verifier is so tightly integrated with InterAction 5*, any updates made to corresponding fields in InterAction will conform to the data change management rules you have in place. In addition, changes made to contact data will be displayed in

[Continued on Back]

InterAction Contact Verifier Module - Six Easy Steps for Helping to Ensure High Data Quality



My Watch List™ for professionals to see, providing instantaneous notification that information about their key contacts has been updated. The contact's InterAction record is also flagged to indicate that an update has been received, the contact has been "verified" and appropriate activities have been created capturing all changes.

** Customers must be on InterAction 5.1 or newer to deploy InterAction Contact Verifier*

InterAction & Data Quality Strategy

According to The Data Warehousing Institute, low quality data costs businesses over \$611 billion per year in bad mailings and staff overhead alone. Out of date, inaccurate and duplicative data can undermine your relationships with customers. It can also hinder professional usage by discouraging trust in the system, resulting in diminished return on the investment.

InterAction Contact Verifier is only one component of our overall data management solution. InterAction's data quality, data change management and data integration tools combined with our comprehensive Data Quality

Services, provide customers with better options for achieving overall data quality – which translates to greater success for your InterAction implementation. InterAction Contact Verifier will help customers avoid data quality pitfalls, increase success levels, and lower their overall cost of ownership in the system.

Call 888.572.1400 or visit www.interaction.com to learn more about InterAction Contact Verifier and get on the path to cleaner data today!



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