

**Willowbend Corporation**  
**Address Hygiene**  
**and List Enhancement Services**

**2008**

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# Table of Contents

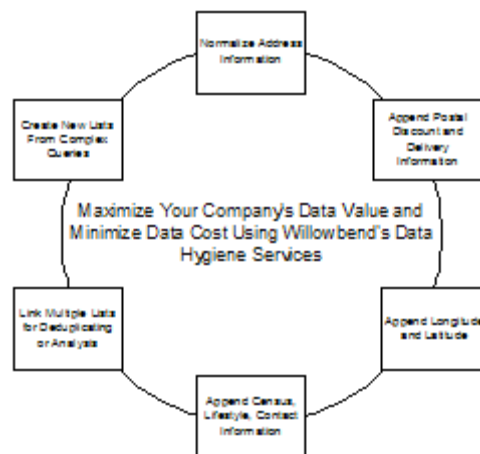
Overview.....	2
Services.....	2
Case Studies.....	3
Contact Willowbend Corporation.....	3

## Overview

Address Hygiene and List Enhancement is the process of cleaning the address information being maintained in such a manner that the result includes:

- Reduced or no duplication
- Standard spellings and USPS standard address information
- Determination of whether the address is a business or residence
- Determination of whether the address can be delivered by mail
- Targeting information is appended to the list such as census block group and congressional district
- Location information is appended to the list such as longitude and latitude

Willowbend can clean your address data and return it to you in any number of formats.



## Services

The services and enhancements that Willowbend Corporation provides include:

- List Standardization
- Dupe Elimination
- Cass Certification
- DSF and NCOA Processing
- Business or Residence Determination
- Longitude and Latitude Appending
- Census and Lifestyle Information Appending
- Digital Map Creation
- Territory Drawing
- Data Entry Cleansing Systems
- And More

## Case Studies

Consider the cases studies below:

### Case Study #75

The Situation. A large company in the southeastern US maintains both a prospect address file and a customer address file. The prospect address file contains every address in their market. Periodically they match the customer file to the entire market file and create a mailing list to send advertising to their prospective customers.

The Problem. The customer file has 20% more address in it than there are known customers. When the customer file is matched to the market file, less than 60% of the customer addresses can be matched. Marketing is about to give up on trying to do any analysis on the customer database and the CFO is about to pull the plug on the mailing due to the low match rates and resulting “staggering” postal costs.

The Willowbend Solution. Willowbend processed the market file and the customer file through its proprietary hygiene and matching system and improved the match rate to over 96%. Duplication created by entering non-standard addresses was removed from the customer file and a system to check on all new customer addresses before allowing them to be saved was added.

### Case Study #117

The Situation. A southwestern based provider of road service similar to AAA, needed to create territories for its service associates across the US and Canada. Their headquarters houses national phone lines and directs its service associates, based on the ZIP Codes they indicate they cover, to locations to handle calls from stranded motorists.

The Problem. Their 5,000 service associates were turning down 30% of the service calls referred to them as being “out of their service area.” This resulted in numerous calls to associates being made to handle a single road service call, and of course, unhappy motorists who were forced to wait a longer period of time than they expected to receive help. The company had built a database of over 150,000 calls that had been accepted. They knew the service associate that had accepted the road service call, and the street location of the stranded motorist.

The Willowbend Solution. Willowbend, processed the locations and appended a longitude and latitude to each. Then each service call was located on a digital map and territories created that were based on the outermost points to which each service associate had been willing to travel. The company now identifies the territory in which each road service call is located and refers it immediately to a service associate who has previously accepted a call in that area. Its has reduced refusals from its service associates to under ½ of 1%.

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