

DOTS GeoPhone

ONLINE HOSTED REVERSE PHONE NUMBER LOOKUP

OVERVIEW

DOTS GeoPhone is a hosted, programmable XML Web Service designed to provide the most accurate reverse-lookup of residential, business, and government telephone numbers available. The service gives customers the ability to find name and postal address information for virtually every U.S. and Canadian telephone number in existence, and delivers contact verification in real-time.

DOTS GeoPhone allows you to integrate reverse phone number lookup information into your applications, CRM systems, business processes, and Web sites. It is compatible with virtually all existing application development technologies, such as XML, SOAP, and WSDL. The underlying data is derived from national white pages listings, wireless carrier information, and North American Phone Number Assignment data, and is updated daily. The database contains more than 190 million U.S. residential telephone numbers and 30 million business telephone numbers, linked with names and postal addresses.

FEATURES

- Match rate accuracy of 99.9% for listed phone records.
- Utilizes multiple white page data sources, both public and proprietary.
- Compiled from over 2,600 U.S., Canadian, and Puerto Rican telephone carriers.
- Contains 190 million residential, business, and government telephone listings.
- Updated daily with ~2.5 million changes.
- Returns phone provider information (carrier, city, state, latitude, longitude).
- Returns phone type (Business or Residential).
- Returns line type (landline, wireless, or VoIP).
- Returns residential contact or business name, and associated address.

BENEFITS

- Reduce fraudulent leads.
- Verify, correct, and enhance customer contact data.
- Reduce customer processing time.
- Increase call center and sales productivity.
- Improve lead and customer conversion rates.

HOW IT'S USED

DOTS GeoPhoneSM clients use our service to verify, correct, and enhance customer data in real-time. DOTS GeoPhone is incorporated directly into a client's Web forms, CRM application, or other business contact dependent processes. The DOTS GeoPhone service can append carrier, line type, exchange, and specific customer information for a given phone number. The integration of DOTS GeoPhone gives you the tools to automatically and immediately verify the accuracy of leads before establishing contact, updating a CRM system, or completing a transaction. By verifying contact information prior to taking further action — not just a simple validation of the 10 digits of a phone number — you identify the best leads, eliminate bad contacts, prevent fraudulent transactions, and improve customer conversion rates.

SAMPLE DOTS GEOPHONE INPUT:

612-734-1828

DOTS GEOPHONE OUTPUT:

JASON STEWART
264 KNARLES DRIVE
SAGINAW, MI 04523
LINE: RESIDENTIAL
TYPE: LAND LINE
LAT: 23.2351
LON: -112.2345
CARRIER: AMERITECH

OPERATIONS

DOTS GeoPhone offers three unique operations to suit the versatile inputs and informational needs of its users.

1. GetPhoneInfoLastFirst

Returns reverse lookup information for a given phone number. This service returns residential contact names in the format: Last Name, First Name.

2. GeoPhoneInfo_v2

An updated version of GetPhoneInfo, GetPhoneInfo_v2 returns reverse lookup information for a given phone number, including lat/long coordinates and improved error messaging.

3. GetContactInfo

Returns the business or person registered to the phone number in the US, Canada, or Puerto Rico.

HOW IT WORKS

DOTS GeoPhone is a hosted, programmable XML Web Service which can be used in two different formats: in a real-time environment or by batch processing. Using DOTS GeoPhone in a real-time environment allows for on-the-spot requests to the Web Service with immediate

responses. Batch processing allows large numbers of contacts to be processed in one bulk order, and is returned in a comma separated style file. Either path uses the same Web Service and returns the same data.

The input for DOTS GeoPhone is the phone number of a given residential or business prospect. This phone data is then run through an XML Web Services interface with the returned information in real-time or as a batch process. The service analyzes the phone number and returns appended contact information, including: carrier name, exchange region, line type (landline, wireless, or VoIP), contact name, contact address, contact city, contact state, contact zip, and contact type (residential or business). This service can provide up to 20 unique contact records per phone number.

XML RESPONSE EXAMPLE

```
<?xml version="1.0" encoding="utf -8" ?>
- <soap:Envelope xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema" ?>
- <soap:Body>
- <GetPhoneInfo_V2Response xmlns="http://www.serviceobjects.com/" ?>
- <GetPhoneInfo_V2Result ?>
- <Providers ?>
- <Provider ?>
  <Name>BELLSOUTH TELECOMM INC DBA SOUTHERN BELL TEL & TEL </Name>
  <City>MADISON</City>
  <State>GEORGIA</State>
  <LineType>LANDLINE</LineType>
  <Latitude>33.5924</Latitude>
  <Longitude>83.4768</Longitude>
  <Quality>HIGH</Quality>
</Provider>
</Providers>
- <Contacts ?>
- <Contact ?>
  <Name>AFTER THE FOX FARM </Name>
  <Address>1200 DIXIE HWY</Address>
  <City>MADISON</City>
  <State>GA</State>
  <Zip>30650</Zip>
  <Type>BUSINESS</Type>
</Contact ?>
</Contacts ?>
</GetPhoneInfo_V2Result ?>
</GetPhoneInfo_V2Response ?>
</soap:Body>
</soap:Envelope>
```

This is a sample of the XML Response generated from our DOTS GeoPhone Web Service using a 10-digit phone number. Most of the operations return two parts: Provider information and Contact information. Provider information includes the name of the line carrier, the carrier's city and state, the line type (landline, wireless, or VoIP), and the latitude and longitude associated with the number. Contact information includes a phone type (residential or business), the contact's name (a business name if the phone type is business), and the contact's address, city, state, and zip.

DATA

Data is a crucial component for any automated validation solution. DOTS GeoPhone utilizes an expansive anthology of over 190 million residential, business, and government phone records for each transaction submitted. There are 2.5 million updates made to our

records every day with an accuracy rating of 99.9 percent. Our data sources are so accurate that even the national "411" directory uses them.

SECURITY & AVAILABILITY

- HTTPS encrypts sensitive data sent to and from the DOTS GeoPhone Web Service.
- All data is protected by an internal privacy policy and security guarantee.
- No customer data is retained or stored.
- A 99.995% Service Level Agreement is provided.
- Third Party Sentry testing immediately notifies Service Objects' technicians of issues.
- Primary and backup data centers on opposite coasts.
- Fully redundant, load-balanced hardware and Internet connections are used.

INTEGRATION & SUPPORT

Standard integration of DOTS GeoPhone is very straight-forward and takes a developer only days to implement. Almost any language can integrate with DOTS Web Services, allowing users to program their applications in the language of their choice. Service Objects also offers a developer's guide and sample code for most programming environments. Service Objects' expert developers are ready to help with your integration process and can even write custom sample code for you. They are also available to discuss integration quality and verify that it is fully robust.

Once fully integrated, the Service Objects support team is always ready to answer questions and help you with any issues that may arise. In the event of a problem with the service, a support ticket will be created immediately and a member of the support team will contact you within 90 minutes.

EMERGENCY SUPPORT

Emergency support is available 24/7, should you need to speak with an engineer immediately.

NEXT STEP

To try an online demo, signup for a Free 30-day Trial; or, to learn more about DOTS GeoPhone please visit:

www.serviceobjects.com/products/phone/geophone

Service Objects also offers free presentations and demo batches. Please call 800.694.6269 or email info@serviceobjects.com for more information.