

# DOTS GeoPhone Plus

ONLINE HOSTED TELEPHONE NUMBER LOOKUP WITH COMPLETE COVERAGE FOR ALL LINE TYPES

## OVERVIEW

DOTS GeoPhone Plus is a hosted, programmable XML Web Service designed to provide the most accurate reverse-lookup of wireless, landline, VoIP, and toll free 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 Plus allows you to integrate reverse telephone number lookup information into your applications, Web site, CRM system, and other business contact dependent processes. DOTS GeoPhone Plus is compatible with existing application development technologies, and is based on industry standards such as XML, SOAP, and WSDL. With a database powerhouse of more than 300 million records and the innovation of cascading logic, DOTS GeoPhone Plus provides users with unparalleled contact information and data accuracy.

## FEATURES

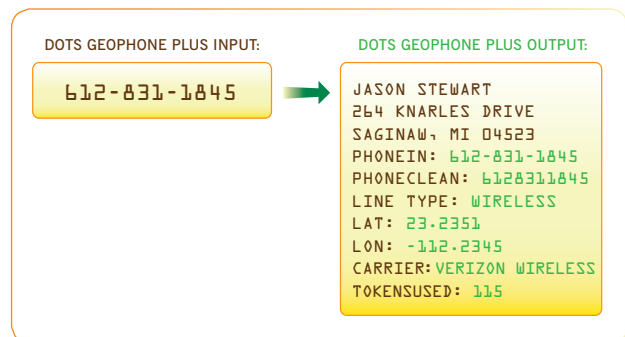
- Combines DOTS GeoPhone, DOTS GeoPhone Wireless, and DOTS Phone Exchange for complete coverage of all line types.
- Compiled from over 2,000 U.S. and Canadian telephone carriers.
- Database powerhouse of over 300 million telephone records.
- Updated daily with 4 million changes.
- Real-time transactions in 700mS or less.
- Returns residential contact or business name, and associated address.
- Returns telephone provider information (carrier, city, state, latitude, longitude).
- Returns telephone type (residential or business).
- Returns line type (wireless, landline, VoIP, or toll free).
- Returns scrubbed telephone number and number of tokens used for that transaction.

## BENEFITS

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

## HOW IT'S USED

DOTS GeoPhone Plus<sup>SM</sup> clients use our service to verify, correct, and enhance customer contact data in real-time. The DOTS GeoPhone Plus Web Service can append the telephone provider, line type, exchange, and specific customer information for a given telephone number including a data quality indicator, along with the scrubbed telephone number and number of tokens used for that transaction. The integration of DOTS GeoPhone Plus 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, you identify the best leads, eliminate bad contacts, prevent fraudulent transactions, and improve customer conversion rates.



## OPERATIONS

DOTS GeoPhone Plus offers one operation that is fully equipped to suit the inputs and informational needs of its users.

### ■ Get Phone Info

This service is a complete solution for all telephone numbers and line types, including wireless, landlines, VoIP, and toll free.

## HOW IT WORKS

DOTS GeoPhone Plus 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 Plus in a real-time environment allows for on-the-spot requests to the Web Service with an immediate response. Batch processing allows large numbers of contacts to be processed in one bulk order, and is returned in a comma separated style file. Each path uses the same Web Service and returns the same data.

The input for DOTS GeoPhone Plus is the telephone number of a given residential or business prospect. This telephone 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 telephone number and returns appended contact information, including: the scrubbed telephone number, provider name, exchange region, line type (landline, wireless, VoIP, or toll free), contact name, contact address, contact city, contact state, contact zip, contact type (residential or business), data quality indicator, and the number of tokens used to run the transaction.

## XML RESPONSE EXAMPLE

```
<?xml version="1.0" encoding="utf-8" ?>
- <GetPhoneInfoResult
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns="http://www.serviceobjects.com/">
- <PhoneInfo>
  <PhoneNumberIn>8055703160</PhoneNumberIn>
  <PhoneNumberClean>8055703160</PhoneNumberClean>
- <Providers>
- <Provider>
  <Name>NEW CINGULAR WIRELESS PCS, LLC</Name>
  <City>GOLETA</City>
  <State>CALIFORNIA</State>
  <LineType>WIRELESS</LineType>
  <Latitude>34.4599</Latitude>
  <Longitude>119.936</Longitude>
</Provider>
</Providers>
- <Contacts>
- <Contact>
  <Name>CINDY WHITE</Name>
  <Address>4515 CARPINTERIA AVE APT H</Address>
  <City>CARPINTERIA</City>
  <State>CA</State>
  <Zip>93013-1874</Zip>
  <Quality>UNKNOWN</Quality>
</Contact>
</Contacts>
</PhoneInfo>
<TokensUsed>115</TokensUsed>
</GetPhoneInfoResult>
```

This is an example of the XML Response generated from our DOTS GeoPhone Plus Web Service using a 10-digit wireless telephone number. We return the original telephone number as provided by the user, as well as a scrubbed version which strips out any extra characters such as parentheses or hyphens. We also return information about the provider(s) and contact(s) associated with that telephone number.

The provider is the telephone company that manages the telephone number, and the contact is the person or business to whom that telephone number is registered. For the provider, we return the name of the line carrier, the carrier's city and state, the line type (wireless, landline, VoIP, or toll free), and the provider's latitude and longitude.

Contact information includes the contact's name (or business name),

along with the address, city, state, and zip. The "Quality" flag returns one of the following: "High", "Low", or "Unknown", depending on the level of confidence of the data associated with the telephone number.

## DATA

Data is a crucial component for any automated validation solution. DOTS GeoPhone Plus utilizes an expansive anthology of over 300 million residential, business, and government telephone records for each transaction submitted, with over 4 million updates made to our records every day.

## SECURITY & AVAILABILITY

- HTTPS encrypts sensitive data sent to and from the DOTS GeoPhone Plus 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 Plus is very straight-forward and takes a developer only a short time 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 PLUS PLEASE VISIT:

[www.serviceobjects.com/products/phone/geophone-plus](http://www.serviceobjects.com/products/phone/geophone-plus)

SERVICE OBJECTS ALSO OFFERS FREE PRESENTATIONS AND DEMO BATCHES. PLEASE CALL 800.694.6269 OR

EMAIL [INFO@SERVICEOBJECTS.COM](mailto:INFO@SERVICEOBJECTS.COM) FOR MORE INFORMATION.