

DOTS Name Validation

Capture Accurate Names at the Point of Entry

Having the correct name is essential to effectively communicating with customers and leads. Name Validation performs a 40-step check to help your business weed out bogus and inaccurate names and prevents embarrassing personalization mistakes being sent to customers and prospects.

Name Validation verifies first and last names using a global database of more than 1.4 million first names and 2.75 million last names, correcting common mistakes and flagging garbage before it enters your database.

How It Works

Name Parsed into Components

Returns validated name components including prefix, first name, middle name, last name, and suffix.

Returns Quality Score

Delivers a quantitative score indicating the quality of a given name, ranging from 0 to 5.

Provides Identifying Name Data

Returns data for facilitating correspondence, including national origin, gender, and flags business vs personal names.

Flags Potentially Fraudulent and Bogus Names

Results returned for suspicious names include scores for potentially vulgar, celebrity, bogus and garbage names, ranging from 0 to 5.

SERVICE OBJECTS VALIDATION ENGINE



Features and Benefits

Get Your Customer's Names Right

First impressions are everything and getting your customer's name is a great start.

Name Validation detects whether the name is a business or person and associates gender to aid sales, call center and customer service staff to more effectively communicate with prospects and customers.

40-Step Process Checks, Corrects & Scores Names

Our real-time name validation service corrects and then tests against a proprietary database containing millions of consumer names to determine an overall quality score.

Your business can use this score to block or deny bogus submissions from entering your sales and marketing automation platforms.

Keep Your CRM Clean

There is a high cost associated with bogus contacts in your CRM and business platforms.

Name Validation stops fraudulent leads at the point of entry by flagging vulgar, celebrity and garbage names. In addition, complex, compound names like "Mr. and Mrs. Jim and Susan Wilson II" are broken into individual elements for uniform name insertion.

Standardizes Data Across Internal Systems

Name Validation standardizes names in the same format to ensure you have uniformity and consistency across multiple internal systems.

Using similar name matching, duplicate records can be flagged to weed out redundant data.



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