

# advancedmobiledataclean

The most accurate mobile data cleaning in the UK

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## service **description**

Data clean and network check from Liquid11 allows call centres that call mobile numbers to increase their successfully connected calls by 32-74%! This massive increase in call centre productivity can have a real effect on profits.

Until now it has not been possible to clean your mobile data with such accuracy and detailed feedback. We are able to report to you if a mobile number is:

- Live, on network, connected and switched on - along with which network they are connected to, even if they have ported
- Numbers that are either dead or have never been connected
- Numbers that have been switched off for a prolonged period of time
- Numbers that are data devices (GSM terminal / alarm etc)
- Numbers that are registered with the Telephone Preference Service (Optional)

Over the last 24 months, Liquid11 have created this unique method of checking the status of each mobile handset remotely and without inconveniencing or alerting the user in any way. Our unique three stage process is fast and delivers incredibly accurate information to allow you to make informed decisions and increase your efficiency by large degrees.

## service **benefits**

### **Increase productivity**

When a call centre dials a mobile, over half the dialing time is spent waiting on numbers that are either dead or switched off. With the current hourly rate for staff and the cost to hear a network messages our service saves you money, whether live calling or using an automated dialer. By cleaning your mobile numbers through our advanced clean process you can remove dead mobile numbers and data devices before you attempt to call them. Because we flag which handsets are turned on or off you can prioritise the numbers you call and ensure that you call the switched on handsets first.

### **Significantly reduce your costs when purchasing data lists**

When purchasing lists of mobile numbers, we can pre-clean the list for you and flag which numbers are dead. By negotiating with the supplier to only purchase those records which are connected you can immediately save tens of thousands of pounds on data costs.

### **Reduce message sending costs via SMS**

Invalid, fake or inactive numbers all have one thing in common; they can neither be delivered to nor billed. With Network Query, content providers can now reduce their message sending costs by removing such numbers from their databases prior to attempting message delivery.

### **Target specific Networks**

We can return you 100% accurate information on a subscribers live status and their home network. This valuable information on a subscribers live status and their home network. This valuable information makes it possible to target individual networks.

### Telephone Preference Service (Priced Separately)

Calling numbers that are registered with the telephone preference service can be a costly and damaging exercise. If you call numbers registered with the TPS you could potentially be fined £5000 for each number you call. Liquid11 offers the optional service of checking your datasets against the TPS register so you can avoid calling these numbers and the costly fines that may be levied against your company in doing so.

### Make use of LCR (least cost routing) and GSM devices

As we return the live network your computer is connected on you can ensure your outbound calls are routed via the correct network on a pre-micell device reducing your outbound costs to mobiles significantly.

### Example Data

Below is an example of the data we return

Mobile	Current Network	Status of handset within 36 to 48 hours	TPS	Last TPS Update
7703647557	Possible Data Service	**ON**	Not on the TPS	06/08/2009 03:48
7710477290	UK - Orange	**ON**	Not on the TPS	06/08/2009 03:48
7710510086	Dead Number	off	On the TPS. Do not call	06/08/2009 03:48
7710691198	Dead Number	off	Not on the TPS	06/08/2009 03:48
7711775998	UK - Vodafone	**ON**	Not on the TPS	06/08/2009 03:48
7712877358	Possible Data Service	off	Not on the TPS	06/08/2009 03:48
7722711321	UK - T-Mobile	off	Not on the TPS	06/08/2009 03:48
7747605849	UK - Orange	**ON**	Not on the TPS	06/08/2009 03:48
7749416942	Dead Number	off	On the TPS. Do not call	06/08/2009 03:48
7753628134	UK - Orange	**ON**	Not on the TPS	06/08/2009 03:48
7759122306	UK - Orange	**ON**	Not on the TPS	06/08/2009 03:48
7759264053	UK - Orange	**ON**	Not on the TPS	06/08/2009 03:48
7759916007	UK - Orange	**ON**	On the TPS. Do not call	06/08/2009 03:48

For more information please feel free to contact us on **0844 884 3000** or email [sales@liquid11.co.uk](mailto:sales@liquid11.co.uk)