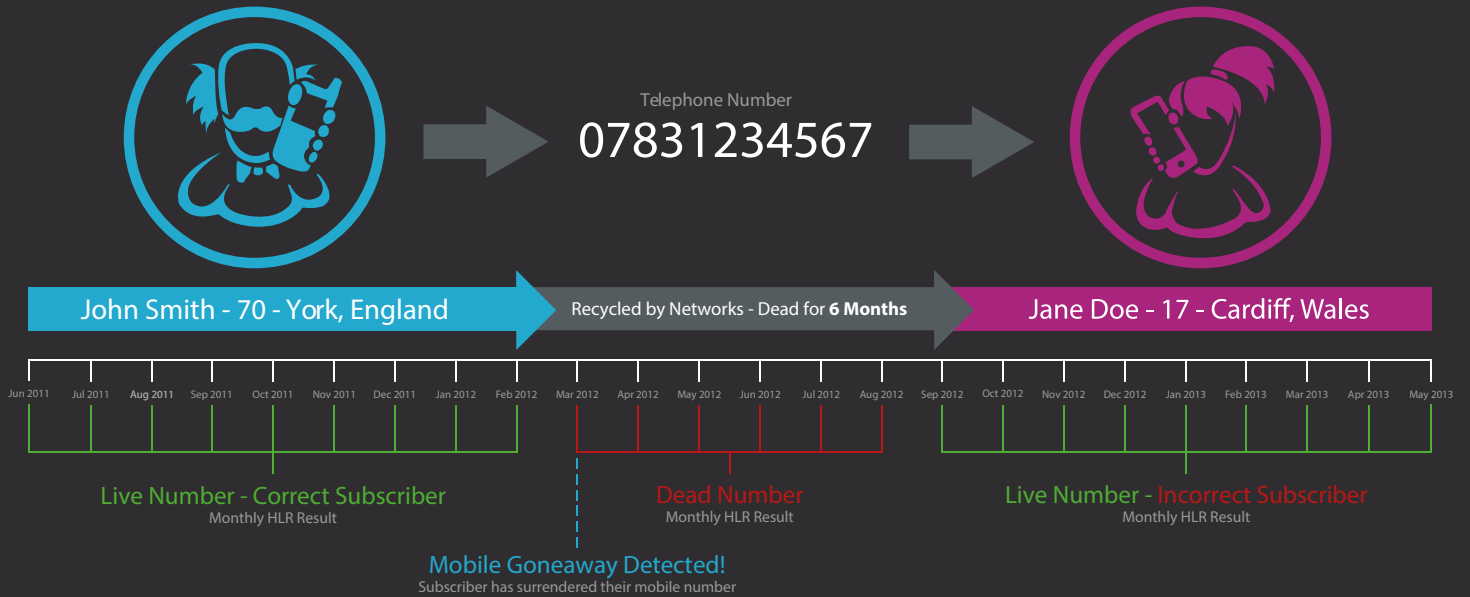


# Mobile Goneaways



If you're using mobile phone numbers for your outbound telesales, phone number reallocation or "Mobile Goneaways" might have a greater negative impact on the accuracy of your data than you think.

## What is a Mobile Goneaway?

A Mobile Goneaway is mobile telephone number belonging to an individual whom you hold a record for, which has since been reallocated to another individual.

Mobile Goneaways have become increasingly more difficult to identify as Mobile operators have decreased the minimum time it takes to re-allocate an inactive mobile telephone to just six months.

## Goneaway check

We clean over 50 million records every year and store the precise date and result of each record spanning back over the past 10 years. We can therefore pinpoint if and when a number has been reallocated, thereby identifying Mobile Goneaways.

## Why is checking Mobile Goneaways important?

Calling the "wrong" people will not only lead to a decline in conversions and an increase in complaints, it may also mean that your data is no longer compliant. A simple or an advanced HLR and TPS check is not enough to ensure the integrity or even compliance of your data records.

## The solution

We can pinpoint with great accuracy the records within your batch or database that are Mobile Goneaways.

If you have the date you acquired your data record then this process is highly accurate. If not, we can still check your record against over 20 million known dead records recorded in the past year. In either case, we can append that person's new and active mobile number where possible, therefore reactivating your customer.

## Value proposition

We are able to validate and token match only the records within your batch that we can affect so you only ever pay for the records you need.

## Benefits of the service:

- Reactivate previously uncontactable customers
- Increase conversations and conversion rates
- Ensure compliance to the Data Protection Act by maintaining accuracy
- Decrease rejections and complaints
- Receive a free token append of the records we can affect
- Pay for only the records you need
- No on-going licence fees or royalties
- Quick, efficient and fully managed service
- Full ICO and DPA compliance

To find out more call **0844 884 3018** or email us today at **[sales@liquid11.co.uk](mailto:sales@liquid11.co.uk)**

