

WITH NEUSTAR IDENTIFICATION DATA, BEST'S PHONE BOOKS ARE "UNMATCHED FOR ACCURACY AND TIMELINESS."



KEY FIGURES

- Neustar Customer Intelligence delivers data within 24 hours
- Estimated cost savings: 25% vs. other providers
- 4.7 million customers rely on Best's directory information

"Our business is predicated on accuracy, currency and timeliness of data," says Dan O'Neal, President, Best Publications, the leading provider of yellow and white pages books in the Houston metro area.

"When all three come together, we serve the Houston community with best-in-class business and residential listings. In the past, Best Publications' return on investment and operations suffered because we had to labor greatly to assemble the necessary data."

This involved waiting for files from multiple telecommunications providers, extracting data from numerous resources such as utilities and small local exchange carriers, reformatting the information and scrubbing the data for conflicts. The process often took months, resulting in stale data before the directory was printed or updated online.

"USING NEUSTAR CHANGED OUR BUSINESS."

Best Publications turned to Neustar Customer Intelligence identification and verification as the single source for the most accurate, timely and comprehensive business and residential information. Thanks to a unique relationship with nationwide telecommunications providers and more than 200 data resources, Neustar can deliver the most current name, address and phone number information in a single file. Derived from direct-billing consumer transactions, Neustar's data sources ensure correct contact information.

"OUR COSTS HAVE BEEN SLASHED 25 PERCENT."

"Neustar's turnaround time in providing new data—within 24 hours—is second to none," says Dan, "and we estimate that our costs have been slashed 25 percent compared to going to small exchange carriers for data. Also, Neustar data can be rendered online within 30 days. Our yellow pages and white pages, both in print and online, are unmatched when it comes to accuracy, currency and timeliness."