



UNTIL NEUSTAR HELPED FIX IT, “FIFTEEN TO TWENTY PERCENT OF OUR DIRECT MAIL WAS BEING RETURNED.”



KEY FIGURES:

- Meineke operates over 900 stores around the world
- 15 – 20% of direct mail was previously undelivered
- 1.5 billion phone numbers: size of the Neustar database that linked to correct addresses and helped fix the problem

Like many nationwide businesses, Meineke Car Centers markets heavily through direct mail. Before using Neustar Customer Intelligence, however, Meineke had a problem.

“Fifteen percent to 20 percent of our direct mail pieces were being returned as undeliverable,” says Jim Meeks, Vice President, IT. The issue: store employees collected customer addresses manually. When a customer brought in a car for service, an employee would ask for the name, address and phone number. Sometimes the employee would mis-key the data or simply misunderstand what the customer said.

“WE TOOK ADVANTAGE OF SERVICES LIKE TELEPHONE LOOKUP.”

Needing help, Meineke turned to Neustar Customer Intelligence to identify and verify their customers with greater accuracy. “When we decided to upgrade,” says Jim, “we outlined a strategic vision that took advantage of services like telephone lookup.” For accurate identification, Neustar links from a database of 1.5 billion phone numbers to other consumer information — in real time, during transactions.

Now when a customer comes into a shop, an employee keys in the customer’s phone number and address-lookup software returns the correct name and mailing address. In turn, this accurate and up-to-date information powers more precise and effective direct mail campaigns.

Direct mail fuels much of Meineke’s customer relationship programs, for example, sales promotions and reminders to change oil or check brakes. Without the right addresses, these revenue-building efforts would never leave the driveway.