TeleVerify

Listing Verification

Automated & Scalable

TeleVerify—Overview

Why You Need A Listing Verification System

Since the deregulation of the communications industry and the advent of Competitive Local Exchange Carriers (CLECS), publishers often find it necessary to procure their listings from many different sources.

Unfortunately, multiple sources increase the risk of publishing unreliable data. Because of this, the careful and accurate verification of listing data is more important than ever. After all, the integrity of your published listings is the cornerstone to directory acceptance and usage.

So how does a publisher proceed with the verification of all those listings in an organized, automated fashion? Using **TeleVerify!** TeleVerify is Yellow Magic Incorporated's answer to an industry's issue. Who better to assist you with this process than the yellow pages experts?

Use TeleVerify, our Fast and Efficient Listing Verification System to…

» Tailor the selection of listing verification criteria to meet your publishing needs.

» Systematically and automatically dial the listings and then re-dial at set intervals, should you fail to connect.

» Track and report listing verification results by verification operator.

» Interface with Yellow Magic in real time to update your listing database.

The flexibility of **TeleVerify** allows you to prioritize the verification process based on combinations of area code, prefix, zip code and city; selecting from business, professional and residential listings.

Once you've established your criteria the listings are automatically grouped for assignment to verification operators.

Dialing may be automatic and the result of each call identified and marked using an array of call "results" (i.e.; All Correct, Call Back Later or Phone Disconnected). We don't stop until your entire database is verified. Detailed tracking and reporting ensures that the accuracy of your listings is as high as the performance of your verifiers.

At Yellow Magic Incorporated we've set a precedent by providing our publishers with more options through our flexible programs because a system should never dictate the way you want to do business.

Although a single **TeleVerify** 'system' is more than capable of performing the listing verification for multiple directories and usually will suffice to handle all of a company's verification needs, using **TeleVerify** you have the option of setting up multiple listing verification systems.

Each system is distinct and complete with its own tables and security. Multiple systems are useful when there's a need to segregate data—which is perfect for a service bureau handling data for multiple publishers or for creating and maintaining a training system for your verification operators that is separate from your real data. **GET A DEMO TODAY!**

"Any Sufficiently Advanced Technology is Indistinguishable from Magic"
Arthur C. Clarke