



Telephone Town Hall Meeting Uses Phone Append Service to Increase Constituent Outreach



INNOVATIVE APPROACH TO EFFECTIVE CONSTITUENT OUTREACH

Telephone Town Hall Meeting, based in Golden, Colo., offers an innovative approach to effectively reaching constituents. Using proprietary technology, participants can attend live town hall meetings to listen to current issues and interact with their respective local, state and federal politicians, or with organization leadership – all from the comfort of their own homes via the use of their phones.

It's a strategy that's gaining popularity with a wide variety of groups looking for a non-traditional method to reach, inform, and connect with their target audience. Telephone Town Hall Meeting has conducted live "teletownhalls" with various political groups, advocacy organizations, corporations, labor unions, municipalities and schools.

MISSING PHONE NUMBERS BECAME A CHALLENGE

"Many of our clients have targeted lists they would like to call for Telephone Town Hall Meetings, but have incomplete phone data or none at all," said Ian Cerveny, the company's operations manager. "No phone numbers and too many cell phone numbers are the most common problems."

To help its clients collect as many accurate phone numbers as possible in order to maximize attendance and participation, the company needed a quality data vendor with the ability to append missing phone numbers to a list.

MELISSA'S PHONE APPEND SERVICE PROVED CRITICAL TO MEETING SUCCESS

Telephone Town Hall Meeting used a number of data cleansing services from different vendors in the past, but most services were either too expensive, too slow, or in some cases, the information appended turned out to be of poor quality.

The company discovered Melissa and its Phone Append service, which adds U.S. and Canadian business and consumer phone numbers based on the provided name and postal address. "We use Melissa Data to bolster existing client data to expand the scope of our live teletownhall event," Cerveny said.

The company was impressed with Melissa's affordability and accurate, reliable data quality solution offerings. "After we started using Melissa, we phased out the use of similar services," he noted.

Cerveny also added Melissa's speedy turnaround time as critical to the success of an event. "Sometimes we don't find out that a client has insufficient data until close to the date of the event," he said. "The ability to turn around our requests quickly has saved a number of events from being rescheduled."

A PACKED HOUSE & INCREASED PARTICIPATION

The biggest benefit to using Phone Append: it's helped them pack the house – increasing the participation rate among its clients' constituents.

"Each time we do a Phone Append, the result is a more complete Telephone Town Hall Meeting," Cerveny said. "Participation rate in polls is always more accurate with more participants, and a larger number of participants creates a larger, better pool of questions to select from that are more accurately related to the focal topic of our event."



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**- IAN CERVENY
COMPANY OPERATIONS MANAGER**

About Telephone Town Hall Meeting:

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About Melissa:

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. Our breadth of data and flexible API technology integrates with numerous third-party platforms, so it works for you and makes sense for your business. More than 10,000 clients worldwide in key industries like insurance, finance, healthcare, retail, education, and government, rely on Melissa for full spectrum data quality and identity verification software, including data profiling, cleansing, matching, and enhancement services, to gain critical insight and drive meaningful customer relationships.

For more information or free product trials, visit www.Melissa.com or call 1-800-MELISSA (635-4772).