



Satori® Capture

Quick Address Entry and Instant Verification

Satori® Capture™ point-of-entry validation software makes collecting accurate contact data fast and error-free. Errors made at the point of entry are the most common and most difficult to correct later. Get contact data right the first time for better overall efficiency throughout your organization. Using Satori Capture paves the way to more effective relationship management processes and overall improvements in the customer experience.

Real-Time Validation, Pervasive Value

Your organization relies upon accurate contact data for smooth operations. Whether for order entry, lead registration, customer inquiries or billing, contact information must be collected quickly and accurately. Attempting to use incomplete or inaccurate contact data only results in wasted materials, missed opportunities, reduced customer satisfaction and, ultimately, loss of revenue.

Measuring Contact Data Quality

Studies from data quality analysts, including Gartner, The Data Warehousing Institute (TDWI) and The Information Difference, reveal that most organizations want to believe their data quality is fine. Yet the statistics show a different story.

- 🕒 42% of businesses make no effort to measure data quality (The Information Difference)
- 🕒 23.6% of all mail is addressed inaccurately (USPS®)
- 🕒 Contact data quality problems cost U.S. businesses more than \$600 billion each year in postage, printing and labor (TDWI)

There are many ways errors can infiltrate your database. When completing forms by hand, people may only provide partial address information. Callers may mispronounce street names or information may be mistyped during data entry.

Capture Delivers Quality

Satori Capture ensures that only accurate contact data is entered into your database. This critical first step helps your organization start with a clean slate.

Improving overall contact data quality makes customer communications more effective and eliminates a considerable amount of waste. In short, it saves your organization money.

- 🕒 Increase deliverability of invoices, direct mail and other communications — save time and postage
- 🕒 Reduce your debt ratio and pay fewer address change fees (save up to \$10 per package) — improve the bottom line
- 🕒 Improve customer satisfaction — avoid lost or returned orders, packages and mail

Capture in Action

Contact Centers

Save data-entry time and reduce customer irritation caused by repeating unusual spelling

Healthcare Providers

Verify patients' addresses at registration to improve delivery of bills and simplify HIPAA compliance

Telesales

Reduce unnecessary delays and streamline the crucial order entry stage

Retail Stores

Collect validated addresses at point-of-sale to fuel customer loyalty campaigns

Insurance Agents

Instantly verify addresses during the application process to provide more accurate rate quotes

Delivery Companies

Verify addresses when scheduling pickups and deliveries

Customer relationship management

Standardize contact data at point of entry to more easily merge new information into existing records

Features

The best time to correct contact data is at the point of entry, which makes Capture ideal for contact centers and other data-entry oriented tasks. As each character is typed, Satori Capture checks the USPS address data set and provides only valid options in real-time. Upon resolution, Capture automatically inserts each element into its proper location. Standardized address entry reduces the chance of creating duplicate entries.

Rapid address entry

Enter complete addresses with fewer keystrokes, such as a ZIP Code™ and partial street address. Satori Capture provides real-time feedback if more information is needed to narrow the results.

Simply powerful search

Results are generated as each address element is typed. Enter a ZIP Code or city, then street address and so on, to narrow the options.

Visual and manual field mapping

Let Capture identify address fields automatically, so you can select the correct address element for each. Or, manually specify the keystrokes needed to populate a form or free-form address block.

Application signatures

Capture stores field maps into signatures that are unique to each application or form. As you switch forms, Capture automatically activates the appropriate signature for efficient data entry.

Address verification

Confirm addresses exist in the USPS address data set to reduce returned mail and deter fraud. An optional data set is available for addresses in the United Kingdom.

Address standardization

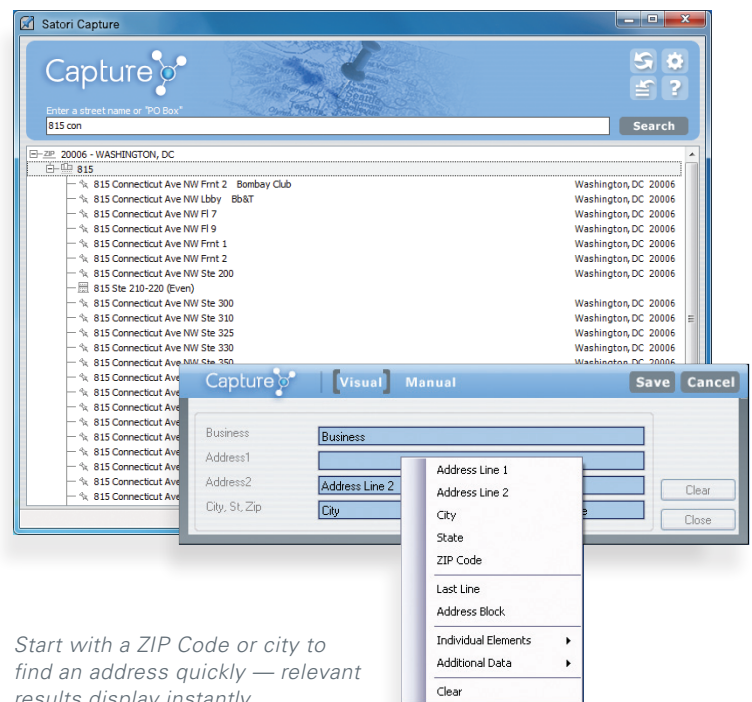
Simplify duplicate identification and meet USPS standards for spellings, abbreviations and necessary address elements.

CRM compatibility

Works with major CRM and e-commerce systems including Salesforce.com, Act!, Microsoft Dynamics, SugarCRM, SalesLogix and more.

Benefits

- ▶ Save time — enter full addresses in fewer keystrokes
- ▶ Ensure the overall quality of your contact data
- ▶ Improve customer service and satisfaction
- ▶ Save money — reduce returned or misdirected invoices and shipments



Start with a ZIP Code or city to find an address quickly — relevant results display instantly

In visual mapping mode, you select address element options from a drop-down list

Implementation Options

Designed for out-of-the-box productivity, Satori Capture offers configuration options for a wide range of companies — from small nonprofits to Fortune 500 enterprises.

Client/Server implementation

Satori Capture can be configured to validate contact data using the Satori Cloud service or a self-hosted installation of the Capture server. Both options use a secure connection to validate addresses in real-time. The Satori Cloud service provides the latest data and takes the burden off your IT department to maintain a separate server.

Single-seat implementation

The single-seat implementation option offers out-of-the-box efficiency for small organizations. This configuration is most appropriate for organizations that do not have reliable Internet access.

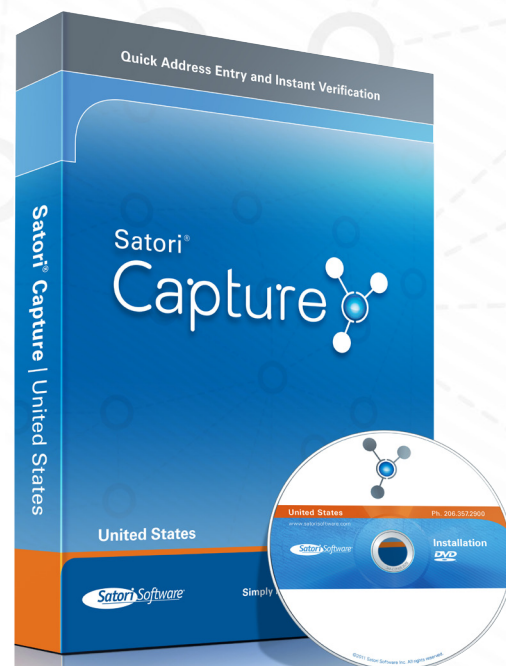
Satori Professional Services

While Satori Software® products are designed for ease-of-use and straightforward installation, many organizations lack the time to implement a comprehensive contact data quality solution. The Satori Professional Services team can help you define, design and implement the solution that meets your particular business needs.

Our skilled professionals understand the complexities of contact data management and government regulations. We provide solutions to leaders in healthcare, financial services, universities, direct marketing firms, nonprofits, large mailing operations and more. We also serve as a vendor of choice for U.S. federal and state agencies.

Enhancement and Maintenance

Satori Capture ensures that each address entered into your database is correct — when entered. To maintain accuracy over time, use a Satori contact data quality solution to correct and update the records for people and businesses already in your database.



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