

Data Reseller Utilizes AccuLeads to Improve Customer Service and Increase Sales



Company Name
AVS Leads



Industry
Direct Marketing
Reseller



Location
Nationwide



Client Since
2015

“AccuLeads is a dream to work with and offers top-rated data where you can get exactly what your client is looking for. I am very proud to give AccuData the highest rating on their data, staff, and system; without them we would be a one-trick pony and not in business.”

Edette Herron
AVS Leads

THE CHALLENGE

A growing west coast-based reseller of direct mailing services had separate sources for each list they sold. To promote efficiency and improved customer service, they sought an online solution that would allow them to access a variety of direct marketing databases and data-related services.

THE SOLUTION

To meet the reseller's need, AccuData Integrated Marketing presented AccuLeads, an exclusive self-service list selection and data services platform. Once registered, the reseller had instant, 24/7 access to the largest collection of national marketing databases available online as well as numerous professional-level marketing tools:

- Mailing Lists, Phone Lists, and Opt-in Email Lists Available
- Geography Upload Functionality
- Sophisticated Mapping Capabilities
- Multi-Radius Counts
- Walk Sequencing for Resident/Occupant Lists
- Detailed Data Descriptions
- Client File Suppression
- Count and Order Suppression
- B2C Data Append Capabilities
- Real-Time Descriptive Profiling and Automated Predictive Modeling

We Take Data Personally

Following a detailed walk-through of AccuLeads, the reseller was able to begin running counts and placing their own orders online. Within a matter of weeks, they had transitioned the bulk of their offline data business to AccuLeads.

THE RESULTS

The reseller immediately saw three distinct benefits to using AccuLeads:

- 1. Sales occurred more quickly:** Before using AccuLeads, counts requested by the reseller's clients had to be run through disparate count systems and/or required manual processing by the list broker/compiler. With AccuLeads, comparison counts can be run in real time, often while the client is on the phone. Custom pricing is included with each count, so jobs can be quickly and easily quoted. Both factors combined led to a reduction in the sales cycle and higher overall close rates.
- 2. Transparency throughout the organization:** AccuLeads' unique count and order identification numbers allow registered users the ability to revise and/or process pending jobs within the system. The reseller found this feature particularly helpful in times when an Account Representative was stepping in to assist another as transitions between team members were performed seamlessly to the client. Furthermore, AccuLeads' Admin Panel allows their designated account administrator the ability to add new users, restore passwords, keep critical contact detail current, and establish company-level default settings.
- 3. Offline guidance and support when needed:** AccuData's seasoned team of industry experts excel in providing insightful consultation and superior customer service for both online and offline users. While the reseller was self-sufficient in their use of AccuLeads, they found a great deal of value in knowing that the AccuData team was readily available to assist with questions, prepare list recommendations, and facilitate orders for highly specialized lists.

What Made This Project Successful

AccuLeads: Gain access to more than a billion records via our best-in-class marketing list building platform, AccuLeads. Our exclusive online platform provides unparalleled, on-demand access to the nation's leading compiled consumer and business data sources. AccuLeads provides sophisticated mapping capabilities for precise geo-targeting, customer file suppression, data enhancement services, customer profiling abilities, and predictive modeling. Discounted pricing available for our Reseller Partners.

Whether you are looking for local businesses, national consumers, or a more specialized segment, you'll find it on AccuLeads.

Register at
www.accumleads.com
to get started!