



Phone Score Case Study



Locate**Smarter**[®]

Quality Data and Analysis
to Support Your Business

TEST CASE OVERVIEW

This case study represents a real-world analysis of our phone score product, **LocateScore**, while competing for business. The result earned our client's trust and demonstrated that **LocateScore** is among the most advanced and effective tools in the marketplace. We create our phone scores based on a complex proprietary algorithm using numerous data sources and validating factors. The scoring ranges from zero to 200, with even numbers being cell phones and odd numbers being landlines. Moreover, **LocateScore** is agnostic to our phone appends and, accordingly, score any phone numbers in our client's portfolio.

Score Gradient											
200	195	190	185	180	175	170	165	160	155	150	145
140	135	130	125	120	115	110	105	100	95	90	85
80	75	70	65	60	50	45	40	35	10	5	0

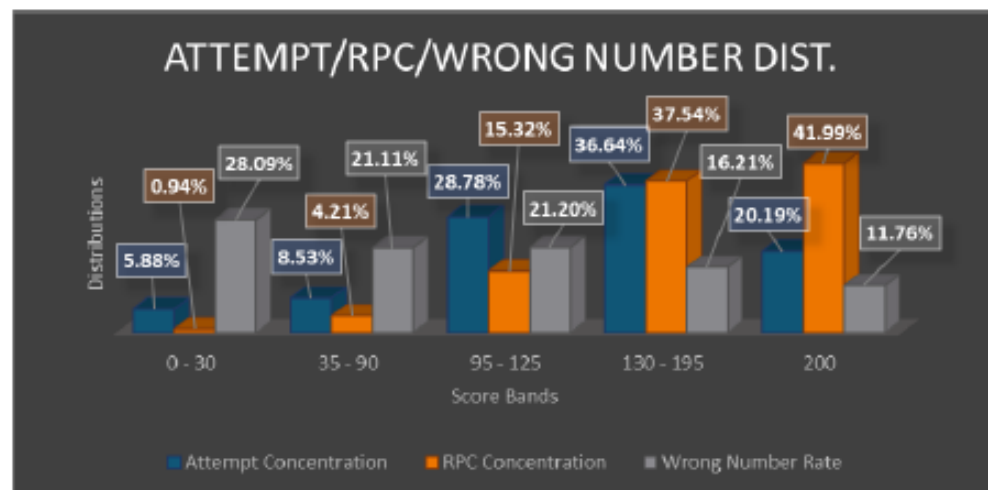
PHONE SCORE TEST PARAMETERS

For this test, we segmented our score range into the following bands:

0 - 30	35 - 90	95 - 125	130 - 195	200
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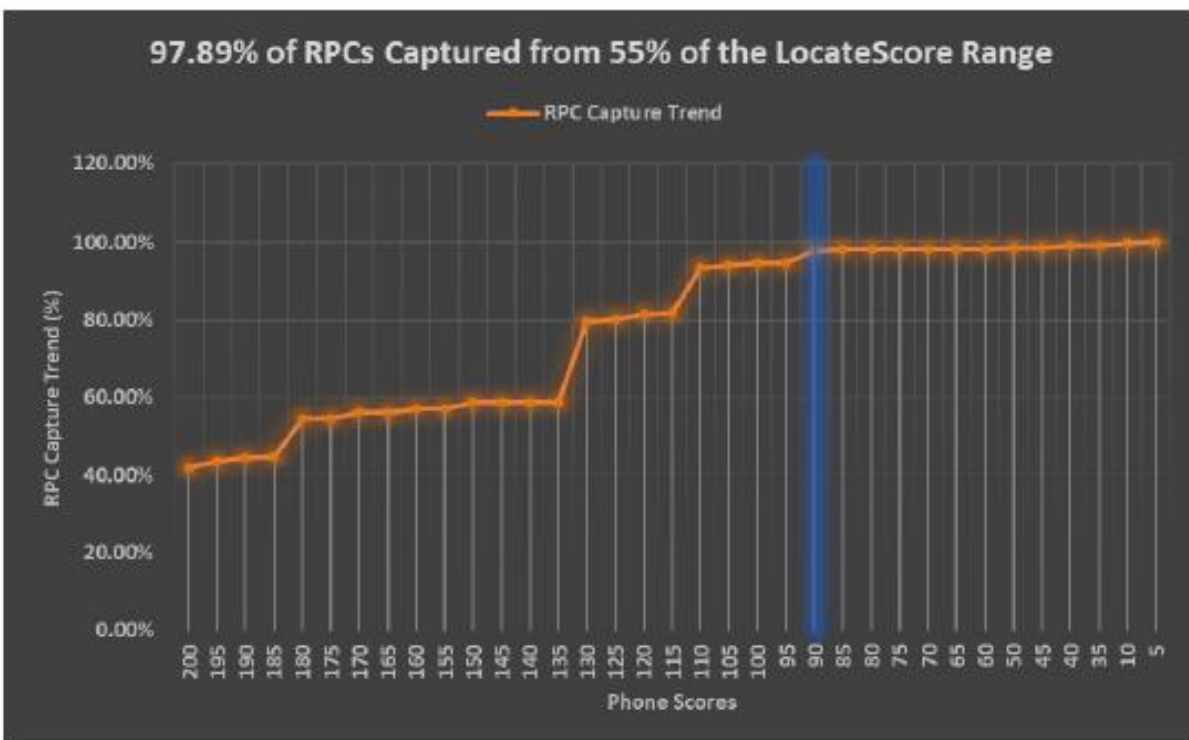
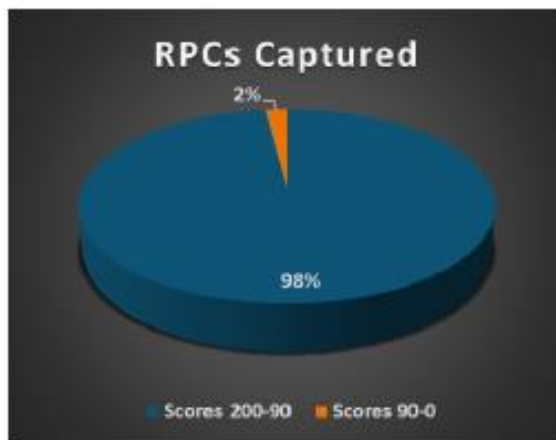
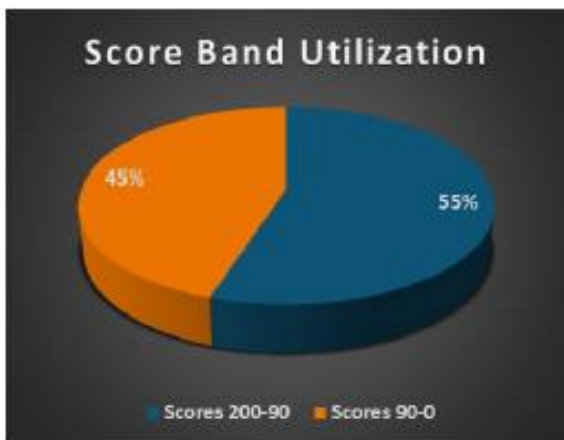
1. We used 6115 unique phone number, plus account number combinations.
2. There were 8000 attempts to contact made during disposition testing.
3. We recorded a total of 855 RPCs during disposition testing.

Category	0 - 30	35 - 90	95 - 125	130 - 195	200	Totals
Unique Phone/ Account #'s	371	553	1725	2241	1225	6115
Attempt Count	470	682	2302	2931	1615	8000
Attempt Concentration	5.88%	8.53%	28.78%	36.64%	20.19%	100.00%
RPC Count	8	36	131	321	359	855
RPC Concentration	0.94%	4.21%	15.32%	37.54%	41.99%	100%
Attempts per RPC	58.75	18.94	17.57	9.13	4.50	N/A
Wrong Number Rate	28.09%	21.11%	21.20%	16.21%	11.76%	17.86%



SCORE BAND UTILIZATION VS RPCs CAPTURED

LocateScore proves so accurate in this test that our client can capture approximately 98% of the RPCs, by targeting only 55% of the score range - 90 to 200. Moreover, the data shows dials to almost 50% of the wrong numbers can be eliminated after fine-tuning strategies. With this tool, our client will optimize their dials and create positive contacts with the population they seek to serve.



IMPACT SUMMARY

With **LocateScore**, the client now reallocates wasted dials previously committed to phones in the lower score bands. This high band concentration reduces wrong number contacts and omits many dials to secondary and tertiary+ numbers that count against Reg F's seven in seven weekly allotments yet have a low chance of RPC. Beyond the resource savings, the client maintains RPCs while raising efficiencies within Reg F limitations — an added advantage against their competition.



Core Products

- Batch Data
- API Data
- Online Search Platform
- Data Licensing
- Phone Append
- Address Append
- Phone Score
- Scoring & Analytics
- Propensity to Pay
- Email Append
- Litigation Products
- Bankruptcy Data
- Deceased Data
- Cell Scrub

Key Markets

- Accounts Receivable Management
- Identity Verification Services
- Financial Institutions
- Auto Repo
- Bail Bonds
- Private Investigations
- Background Screening