



## Status Data

is a provider of data  
enrichment and customer  
communication solutions



## What do we do

At Status Data we specialize in elevating your customer communications.

Our focus is twofold: keeping your customer data current and providing powerful communication tools to communicate at high delivery and effectiveness. Trust us to maintain the most recent and accurate contact data for your customers. Reach your clients through various channels, expanding your communication effortlessly.

Partner with Status Data for streamlined communication that keeps you connected with your customers in today's competitive race for accurate data-driven selling.



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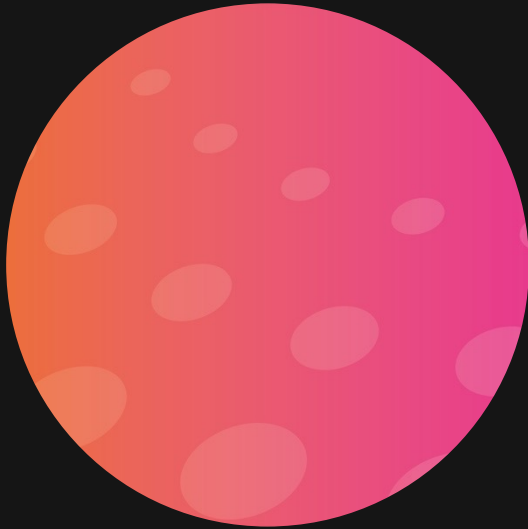
Reach your clients through various channels, expanding your communication effortlessly.

Status Data



# Status Data Solution Offerings

# Status Data solution offerings



## Data Management

Organized and systematic handling of your customer's information throughout its lifecycle – from the first point of contact to onboarding. This includes processes for collection, storage, processing, and retrieval, ensuring data quality, security, and accessibility for effective decision-making. Via our customer portal, batch or API we can link all data back to CRM's and internal databases and guide the flow of data in your organization.



## Data Enrichment

Our data enrichment service enhances your existing data by adding valuable information, ensuring accuracy, and refining details. We add value to your datasets with up-to-date, relevant data such as newer and more accurate contact information - providing a foundation for improved decision-making and customer interactions, which ultimately increase sales. Coupled with our [CPaaS](#) solutions we ensure contact-ability and interactions increase by over 40%.



## Validation

Validating information before using it in your business offers a range of significant benefits, especially when it comes to data accuracy in industries where lots of contact information is used for selling, such as call centre-driven sales and bulk communication tools. In essence, the benefit of validating information before using it in your business is mainly accuracy and efficiency but includes improved cost savings, increased sales, enhanced customer engagement and compliance. Validating data is a foundational practice that contributes to your organisation's overall success and effectiveness and general data management practices.



## CPaaS

Communication Platform as a Service. It's a cloud-based platform that provides a set of communication services and APIs (Application Programming Interfaces) that developers can use to integrate real-time communication features into their applications or services. We are platinum partners of Infobip and offer their solution as an omnichannel integrated tool. [Click here for the solution offers](#)



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# Our Clients

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# Our Expertise



# We ensure your **customer data** is always up-to-date

## Our Expertise

### Data Enhancement & Enrichment

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# Here are some key advantages

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## Improved Customer Engagement



Accurate contact data ensures that your communications reach the right individuals, leading to more meaningful and personalized interactions. This, in turn, creates stronger relationships with your customers and gains more trust from your marketing bases and leads.

## Cost Savings



By avoiding communication errors, such as sending messages to incorrect or outdated contacts, you reduce wasted resources and expenses associated with unsuccessful deliveries or putting effort into creating campaigns that are targeted at the wrong people.

# Here are some key advantages

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## True Delivery



By validating numbers, addresses, emails, names, and demographics that are associated with an individual we can start to understand the true value of our data. In some cases less is more – I would rather know exactly how many customers and leads I am reaching rather than have a million contacts that are spread and have little interaction.

## Enhanced Marketing ROI



Targeting the right audience with accurate contact data and RPC improves the effectiveness of your marketing campaigns. Delivery stats are up - this results in a higher return on investment (ROI) as your messages resonate with the intended recipients and all show a true high delivery.

# Here are some key advantages

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## Brand Credibility



Accurate data reinforces the professionalism and credibility of your brand. Customers are more likely to trust and engage with a business that demonstrates attention to detail in its communication.

## Increased Sales Opportunities (Call centre)



Right-party contact data enables your sales team to connect with the right name that matches a number. There is nothing more demotivating than when an agent makes a call expecting one person to answer the phone and its another. This targeted approach improves the chances of converting leads into sales opportunities right from the word "hello". Accurate contact data enables proactive communication, reducing the likelihood of customers becoming disengaged due to outdated information. This can contribute to lower customer churn rates.

# Here are some key advantages

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## Compliance with Regulations



Maintaining accurate contact data helps ensure compliance with data protection regulations. This is crucial in avoiding legal issues and maintaining the trust of your customers.

## Time Efficiency



Eliminate the time wasted on outreach to incorrect contacts, allowing your team to focus on productive and meaningful interactions. This efficiency contributes to overall productivity.

# Here are some key advantages

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## Optimized Customer Service



Right-party contact data facilitates efficient customer service by ensuring that support and assistance reach the intended recipients promptly, leading to better customer satisfaction.

## Data-Driven Decision-Making



Accurate contact data provides a reliable foundation for data analytics and reporting. This, in turn, enables data-driven decision-making, helping your business stay agile and responsive.



# CPaaS

Communication Platform as a service

# CPaaS



## Communication Platform as a Service.

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[Learn More](#)

Contact us today to learn more about how our Data Solutions services can help your business succeed.

# CPaaS The solution offers the following:

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## Communication Services

CPaaS typically offers a range of communication services, including voice, video, messaging (SMS, chat, WhatsApp) and sometimes additional features like virtual phone numbers.

## API's for integration

Developers can use APIs provided by Infobip to embed communication features directly into their applications. This allows for seamless communication internally.

## Scalability and flexibility

CPaaS solutions are scalable and flexible, allowing businesses to easily add or remove communication features based on their needs. This scalability is particularly useful for applications with variable communication requirements

## Reduced development time

Using a CPaaS solution can significantly reduce the development time and effort required to implement communication features. Instead of building these features from scratch, developers can leverage pre-built APIs.



# CPaaS The solution offers the following:

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## Multi-Channel communications

CPaaS supports multi-channel communication, enabling businesses to interact with users through various channels like voice, messaging, and video, creating a more comprehensive and versatile user experience.

## Global reach

Many CPaaS providers offer global coverage, allowing businesses to communicate with users around the world. This is especially beneficial for companies with an international user base.

## Enhanced customer engagement

By integrating communication features directly into applications, businesses can enhance customer engagement. For example, in-app chat or click-to-call features can improve communication between businesses and their customers.

## Customization

CPaaS solutions often provide customization options, allowing developers to tailor communication features to match the branding and user experience of their applications.

## Analytics and Reporting

Some CPaaS platforms offer analytics and reporting tools that provide insights into communication patterns, helping businesses make informed decisions about their communication strategies.



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# Our Partners

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**Status Data**



# Efficient communication Solutions

Maximize your outreach with our diverse communication channels. From WhatsApp and email to SMS, SaaS, CPAs, and cutting-edge AI-driven chatbots, we provide the means to connect with your clients seamlessly.

[Learn More](#)

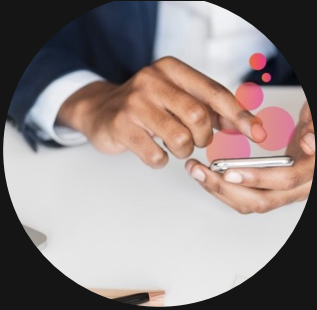
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# Multi-Channel Communication

Leveraging communication tools like messaging, WhatsApp, email, and chatbots can be highly advantageous for both maintaining sales to new leads and retaining current customers. Here are some key reasons why:





## Immediate and Direct Communication

For new leads and marketing bases, messaging tools and chatbots allow for quick and direct communication with potential customers, addressing inquiries or providing information promptly. Using communication tools along with RPC and verified data enables personalized interactions with people, making them feel valued and increasing the likelihood of conversion.

For existing customers, immediate communication through channels like WhatsApp ensures that their needs are addressed swiftly, contributing to customer satisfaction. Personalized communication fosters a sense of loyalty among current customers, encouraging repeat business. AI-driven chatbots can assist in support resolutions without having to use human resources. These resources can rather be allocated to sales while chatbots take care of integrated support features.



## Multi-Channel Engagement

Utilizing various channels such as email, messaging, and chatbots allows you to reach potential customers through their preferred communication method, while also ensuring that you stay connected with existing customers through the platforms they find most convenient.



## Automation for Efficiency

Chatbots and automated messaging tools can handle routine queries from new leads, streamlining the initial engagement process and handing "hot" leads over to an agent when we already know a deal can be done. Automation tools can be used to send personalized messages, updates, or promotions to existing customers, saving time and effort.

# Leveraging communication tools

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## Timely Follow-ups

Automated follow-up messages and emails ensure that potential leads are engaged at various stages of the sales process at the convenience of potential customers. We see many people engaging at various times of the day and not being phoned randomly. This messaging helps in maintaining customer relationships and encourages repeat business.



## Cost-Effectiveness

Communication tools often provide a cost-effective way to reach and engage with new leads compared to traditional methods like cold calling. Maintaining communication through digital channels can be more cost-effective than traditional methods, especially for routine updates and promotions.

In summary, incorporating communication tools into your sales and customer retention strategies offers an efficient and personalized approach to engaging both new leads and current customers. These tools not only facilitate immediate interactions but also contribute to building lasting relationships and better sales opportunities.



## Data Analytics for Insights

Analysing communication data from various channels provides insights into lead behaviour and preferences, helping in refining sales strategies. Monitoring interactions with current customers provides information for customer retention and identifies upsell opportunities.



## Enhanced Customer Support

Real-time support through messaging and chatbots can assist new leads in their decision-making process, providing the information they need. Ongoing support through these tools helps in addressing customer queries, concerns, and issues promptly, enhancing overall satisfaction. With system integration capabilities and security vetting built-in – customers can solve problems within seconds on a device and do not need to call in or wait for a callback.



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