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– James Nelson, director of software development
APX Alarm

Accurate Contact Data is the Difference Between Life and Death

Company

APX Alarm Security Solutions Inc.

Industry

Home security

Challenge

APX Alarm, based in Provo, Utah, is one of the largest residential security companies in the U.S. APX maintains over 300,000 accounts and has sold over 625,000 residential security systems since its inception in 1999.

The company’s motto is “protecting families.” To further its promise to customers, APX needs to verify its customer’s contact information – to alert the fire department, paramedics, and police to a customer’s location quickly in the event of an emergency.

An incorrect, inaccurate address could delay or prevent emergency services from reaching their desired destination as quickly as possible.

In the past, APX relied on manually validating its customers’ contact information, which was a painstaking, time-consuming process. With a large number of customers signing up for their services, APX needed a data quality solution that would verify the names, addresses, phone numbers, and email addresses in its database – in realtime, to prevent bad data from entering the database at point of entry.

“It was absolutely critical for us to have the right address,” said James Nelson, APX’s director of software development. “Having the right address saves lives.”

About APX

APX Alarm Security Solutions Inc. is a nationwide full-service residential security company that deploys geographically-focused teams of sales representatives and installers to markets around the U.S. and Canada.

5132 N 300 W
Provo, UT 84604

www.apxalarm.com



Solution

Melissa Data's WebSmart Service, a realtime 24/7 contact data verification and enrichment service.

GeoCoder Object adds latitude/longitude coordinates and census tract/block numbers to the records in the database.

Benefits

WebSmart Service

- » Catch data entry errors at the point of entry
- » Available 24/7 with no maintenance or installation

GeoCoder Object

- » Use lat/long with mapping and locator lookup applications
- » Use tract/block to link addresses to Census demographics

Results

APX Alarm's Web site states that "an emergency, whether fire, medical, or a criminal act, can happen at any time." The ability to act upon an emergency is critical to APX. That's why the firm employed Melissa Data for its data quality services and solutions.

APX utilizes Melissa Data's WebSmart Service (formerly known as Data Quality Web Service) to verify and correct the customer contact information in its database, which enables them to alert law enforcement and emergency services to their customer's location – quickly and efficiently. The company also uses the verified information for billing and invoice purposes.

The company generates leads from its Web site by encouraging interested prospects to fill out a form online by entering their name, address, email address and ZIP Code.

If a customer requests tech support or customer support, they are encouraged to go to APX's Web site to fill out their name, home and contact phone number so they can be reached by an APX representative. As the customer submits their online form, WebSmart Service instantly verifies and corrects the information entered by the prospect in realtime. GeoCoder Object is also at work behind the scenes, appending latitude/longitude coordinates to a customer's address – to identify the nearest service location.

During the summer, APX launched a sales campaign, which involves going door-to-door in major cities across the U.S. to promote and sell their security services and solutions. The massive amounts of data collected from the door-to-door effort was entered into the company's system and verified with the WebSmart Service.

Nelson estimates that the company runs thousands of data records per day.

"The strength of WebSmart Service lies in its integration," Nelson said. "With just a click of a button, an address is verified and corrected. The integration is seamless."

About Melissa Data

Melissa Data is a leading provider of data quality, marketing and mailing solutions. Melissa Data helps companies acquire and retain customers, validate and enhance data, improve marketing ROI, and save money on postage and mail processing. Since 1985, Melissa Data has helped companies like Mercury Insurance, Xerox, Disney, AAA, and Nestle improve customer communications.

Melissa DATA
22382 Avenida Empresa
Rancho Santa Margarita
California 92688

1-800-MELISSA
P 949-858-3000
F 949-589-5211

www.MelissaData.com