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- Ian Cerveny
company operations manager

CASE STUDY



Telephone Town Hall Meeting Uses Phone Append Service to Increase Constituent Outreach

Company

Telephone Town Hall Meeting

Challenge

Telephone Town Hall Meeting, based in Golden, Colo., offers an innovative approach to effectively reaching constituents. Using proprietary technology, participants can attend live town hall meetings to listen to current issues and interact with their respective local, state, and federal politicians, or with organization leadership – all from the comfort of their own homes via the use of their phones.

It's a strategy that's gaining popularity with a wide variety of groups looking for a non-traditional method to reach, inform, and connect with their target audience. Telephone Town Hall Meeting has conducted live “teletownhalls” with various political groups, advocacy organizations, corporations, labor unions, municipalities and schools.

Missing Phone Numbers

“Many of our clients have targeted lists they would like to call for Telephone Town Hall Meetings, but have incomplete phone data or none at all,” said Ian Cerveny, the company's operations manager. “No phone numbers and too many cell phone numbers are the most common problems.”

To help its clients collect as many accurate phone numbers as possible in order to maximize attendance and participation – the company needed a quality data vendor with the ability to append missing phone numbers to a list.

About Telephone Town Hall Meeting

Telephone Town Hall Meeting, based in Golden, Colo., uses proprietary technology, enabling participants to attend live town hall meetings to listen to current issues and interact with their respective local, state, and federal politicians, or with organization leadership – all from the comfort of their own homes via the use of their phones.

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Solution

Melissa Data's Phone Append Service

Results

Telephone Town Hall Meeting used a number of data cleansing services from different vendors in the past, but most services were either too expensive, too slow, or in some cases, the information appended turned out to be of poor quality.

The company discovered Melissa Data and its Phone Append service, which adds U.S. and Canadian business and consumer phone numbers based on the provided name and postal address. "We use Melissa Data to bolster existing client data to expand the scope of our live teletownhall event," Cerveny said.

The company was impressed with Melissa Data's affordability and accurate, reliable data quality solution offerings. "After we started using Melissa Data, we phased out the use of similar services," he noted.

Cerveny also added Melissa Data's speedy turnaround time as critical to the success of an event. "Sometimes we don't find out that a client has insufficient data until close to the date of the event," he said. "The ability to turn around our requests quickly has saved a number of events from being rescheduled."

The biggest benefit to using Phone Append: it's helped them pack the house – increasing the participation rate among its clients' constituents.

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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.

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