Iowa DOT/MTMUG





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Compilation Process

Compilation	Address Standardization & Hygiene	Phone Verification	Enhanced Content	Final Quality Check
 4,000 telephone directories Government sources Public company filings Web research Utility information NCOA Tourism directories Partner feedback POI compilation Express update 	National Change of Address (NCOA) Content feedback Web mining Delivery Sequence File (DSF) ACE Software New business	328 seat call center 20 million calls/ year Specialized calling groups for large business, new business and specialty files	Geo-codes Hours of operation Credit cards accepted Toll-free URLs Models updated Sales volume Business credit Scores Employee size # of PCs Square footage Unique Identifiers	 QA staff monitor compilation and phone calls daily Compilation staff bonuses based on 99% accuracy Average tenure is 8 years



Verification

We pride ourselves on the accuracy of our data. That's why it's important to constantly verify our database content. Within our data center are nine teams making 40 million calls a year. These teams verify our information is correct and ensure if anything changes, our database reflects the change. NO OTHER COMPANY does this.

What we verify:

Phone
Address
Owner or manager at location
Company titles and email addresses

Number of employees

Web address



Iowa Questions



Multiple Records with same site number

- •ABI of primary will be the same as site number
 - Shopping mall
 - Management office and all stores in the building
- Each store has a record with same site number
- Each store verified independently



Multiple Records with same site number

- Mercy Medical
 - Doctor
 - Pharmacy
 - Gift Shop
- No employment size is probably a doctor
- If Pharmacy is handled independently separate count



Employment Numbers

- Phone verification
 - •Call main number
 - Go through verification questions
 - Update data base
- Why would numbers be off
 - •HR office gives HR office size
 - •No number given modeled data



NAICS codes

- NAICS based on Government conversion chart
- NAICS is not a call verification question
- Line of Business comes from Yellow Pages
- Express update
- Programmatically



Location

- GeoCodes are from leading commercial provider
- Infogroup will update with reliable coordinates
 - •MPO information is a reliable source

- Could be a mailing address for business
 - Location address may not available

