

Satori®

# Capture



## Quick Address Entry and Instant Verification

---

Satori® Capture point-of-entry validation software makes collecting accurate contact data fast and error-free. Errors made at the point of entry are the most common and most difficult to correct later. Get contact data right the first time for better overall efficiency throughout your organisation. Using Satori Capture paves the way to more effective relationship management processes and overall improvements in the customer experience.

## Real-Time Validation, Pervasive Value

Your organisation relies upon accurate contact data for smooth operations. Whether for order entry, lead registration, customer inquiries or billing, contact information must be collected quickly and accurately. Attempting to use incomplete or inaccurate contact data only results in wasted materials, missed opportunities, reduced customer satisfaction and, ultimately, loss of revenue.

### Address Quality Ensures Deliverability

Royal Mail processes 70,000 undeliverable mail pieces per day – with 152 million pieces of undeliverable mail in the last six years, the majority being business mail. Improving address quality at the source makes your communications more effective and operations dependant on contact data more efficient. In short, it saves your organization money.

- ▶ Pay fewer address change fees — shippers can save up to £10 per package
- ▶ Reduce waste — increase ROI on direct mail and communications
- ▶ Avoid lost or returned packages and mail — improve customer satisfaction

### Satori Capture Delivers Address Quality

There are many ways errors can infiltrate your database. When completing forms by hand, people may only provide partial address information. Callers may mispronounce street names or information may be mistyped during data entry.

Satori Capture ensures that only accurate contact data is entered into your database. This critical first step helps your organisation start with a clean slate.

### Satori Capture in Action

#### Contact Centres

Save data-entry time and reduce customer irritation caused by repeating unusual spelling

#### Healthcare Providers

Verify patients' addresses at registration to improve delivery of bills

#### Telesales

Reduce unnecessary delays and streamline the crucial order entry stage

#### Retail Stores

Collect validated addresses at point-of-sale to fuel customer loyalty campaigns

#### Insurance Agents

Instantly verify addresses during the application process to provide more accurate rate quotes

#### Delivery Companies

Verify addresses when scheduling pickups and deliveries

#### Customer Relationship Management

Standardise contact data at point of entry to more easily merge new information into existing records

## Features

The best time to correct contact data is at the point of entry, which makes Satori Capture ideal for contact centres and data-entry oriented tasks. As each character is typed, Satori Capture checks the Royal Mail Postcode Address File (PAF) and provides only valid address options in real-time. Upon resolution, Satori Capture automatically inserts each element into its proper location. Standardised address entry reduces the chance of creating duplicate entries.

### Rapid address entry

Enter complete addresses with fewer keystrokes, such as a house number and Postcode or even a partial company name. Satori Capture provides real-time feedback if more information is needed to narrow the results.

### Simply powerful search

Results are generated as each address element is typed. Enter Postcode or town and so on, to narrow the options.

### Visual and manual field mapping

Let Satori Capture identify address fields automatically, so you can select the correct address element for each. Or, manually specify the keystrokes needed to populate a form or freeform address block.

### Application signatures

Satori Capture stores field maps into signatures that are unique to each application or form. As you switch forms, Satori Capture automatically activates the appropriate signature for efficient data entry.

### Address verification

Confirm addresses exist in the Royal Mail PAF to reduce returned mail and deter fraud. An optional data set is available for addresses in the United States.

### Address standardisation

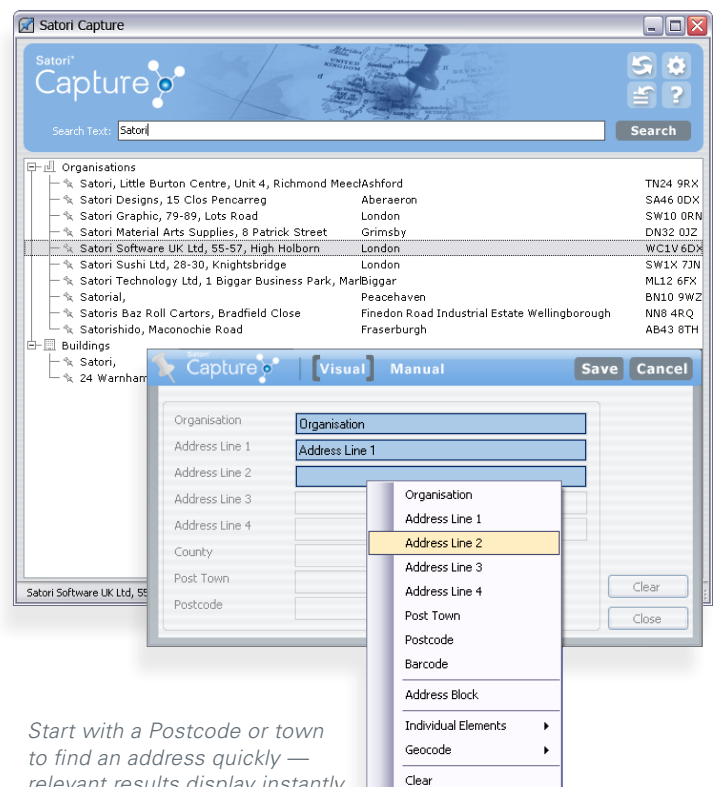
Simplify duplicate identification and meet Royal Mail standards for spellings, abbreviations and necessary address elements.

### CRM compatibility

Works with major CRM and e-commerce systems including Salesforce.com, Act!, Microsoft Dynamics, SugarCRM, SalesLogix and more.

## Benefits

- ▶ Save time — enter full addresses in fewer keystrokes
- ▶ Ensure the overall quality of your contact data
- ▶ Improve customer service and satisfaction
- ▶ Save money — reduce returned or misdirected invoices and shipments



*Start with a Postcode or town to find an address quickly — relevant results display instantly*

*In visual mapping mode, you select address element options from a dropdown list*

## Implementation Options

Designed for out-of-the-box productivity, Satori Capture offers configuration options for a wide range of companies — from small nonprofits to Fortune 500 enterprises.

### Client/Server implementation

Satori Capture can be configured to validate contact data using the Satori Cloud service or a self-hosted installation of the Capture server. Both options use a secure connection to validate addresses in real-time. The Satori Cloud service provides the latest data and takes the burden off your IT department to maintain a separate server.

### Single-seat implementation

The single-seat implementation option offers out-of-the-box efficiency for small organisations. This configuration is most appropriate for organisations that do not have reliable Internet access.

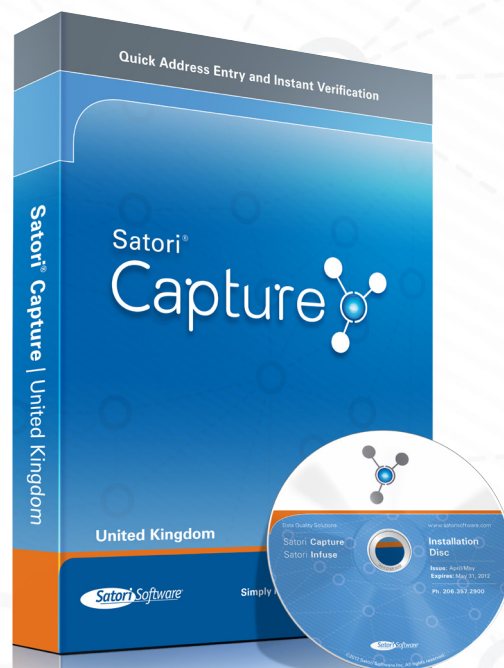
## Satori Professional Services

While Satori Software® products are designed for ease-of-use and straightforward installation, many organisations lack the time to implement a comprehensive contact data quality solution. The Satori Professional Services team can help you define, design and implement the solution that meets your particular business needs.

Our skilled professionals understand the complexities of contact data management and government regulations. We provide solutions to leaders in healthcare, financial services, universities, direct marketing firms, nonprofits, large mailing operations and more.

## Enhancement and Maintenance

Satori Capture ensures that each address entered into your database is correct — when entered. To maintain accuracy over time, use a Satori contact data quality solution to correct and update the records for people and businesses already in your database.



### Satori Software, Ltd.

1 Waterhouse Square  
138 Holborn  
London EC1N 2ST

Sales: (0)80 0032 3330  
Ph: +44 (0)20 7831 3900  
Fax: +44 (0)20 7831 3901

©2012 Satori Software, Ltd. All rights reserved.

Satori Capture and Satori Software are trademarks of Satori Software, Ltd.