

## When You Get Your Customer's Name Wrong You Lose Much More Than Credibility

<<FirstName>> <LastName>>  
<<Company>>  
<<Address1>>  
<<City>>, <<State>> <<Zip>>

Dear <<FirstName>>:

Customer and prospect data is arguably a company's most important business asset. Businesses make **critical decisions** every day based on the information contained in CRM, marketing, finance, and billing database systems.

So when *personal names* in these database applications are not "parsed" correctly, all sorts of costly problems occur. Misparsed names can lead to lost revenue opportunities, increased costs—and in many cases—very unhappy customers.

I'm contacting you because we have recently come across a solution to this costly—yet very common—business challenge: **NameParser™**, by Language Analysis Systems, Inc. (LAS). This remarkable tool allows you to:

- Find misparsed names in your current applications, and improve the accuracy of *new* data
- Enhance the performance of your "down-stream" processes (merge/purge, de-dup, searching)
- Reduce inconsistencies when integrating names from disparate databases
- Measure the hygiene of external data sources (such as rented lists)
- Enhance service levels and customer loyalty
- Reduce costs
- Maximize deliverability

The amount of time and resources that have gone into this utility is nothing short of extraordinary. Through work with the U.S. Intelligence and Border Protection agencies over the last 20 years, LAS has collected and studies almost 1 BILLION names from over 200 countries. Their computational linguists have spent over 400,000 hours studying, cataloguing, and creating statistics about these names, and have developed what is—without question—the most effective and reliable name parser available today.

We're confident **NameParser™** can give you an outstanding "return on effort" and a remarkable ROI. And the impact to your operation could be **almost immediate**.

If you are concerned about the quality of your name data, and if you're looking to address this problem as quickly and cost effectively as possible, I urge you to contact me at **XXX-XXX-XXXX** or **rrhoads@XYZ.com** to schedule a 15-minute, no-obligation situational review. Either way, I'll plan to call you in the next few days to see if more information is in order.

Sincerely,

Rachel Rhoads  
Account Executive