

## **Telephone number addition ( PHONE APPEND )**

Lists can be greatly enhanced by appending the matching telephone numbers to the records. The completion rate of such a task varies between 40% and 80%, depending on the type of processing you choose and the quality and currency of your list.

We offer two main methods:

1. **Automatic matching** The automated method produces between 40% and 60% matching.
  - Your list is put through a standardizing procedure which converts list data to formats and spelling that will most closely match the formats contained in the electronic phone books
  - Next, the standardized list run seven times through the system to look for matches on different combinations of fields and information.
2. **Manual matching** Your file first goes through the automated process described above. After this first phase, ASDE employees will look up each unmatched record using a variety of pieces of information contained within the record provided. This 'human judgment' factor cannot be obtained by an automated system and means you can expect up to 80% matches.

NOTE: Because of spelling and other variables, list matching and enhancement can never be a complete success.