



 **PRIORITY DATA**



## Connecting You With Your Customers

In business today, customer intelligence is the most valuable asset a company can have. Understanding who your customers are and what they need is not just important for success; it is critical for survival. That is why you need an experienced partner like Priority Data to **give your customers what they want**.

Based in Omaha, Nebraska, Priority Data is one of the most recognized providers of information services and customized software in America. Our mission is to become a complete solutions partner for our customers—a single source for the customized services, professional insight and practical solutions clients need to grow their business, not their overhead.

With more than 30 years of experience in the industry, Priority Data has the tools and expertise you need to build stronger relationships with your customers and stronger returns for your company. **For proven success** in data entry, customized software, database management, data processing, direct mail and marketing services, Priority Data is the only name you need to know.

## The Information Company

To make the most of your business opportunities, you need your information to be reliable, up-to-date and easy to use. That is where Priority Data can help. **Managing data is what we do best.** As one of the largest and most established information management companies in the industry, we provide integrated data processing, database management and marketing for clients across the country.

Our diverse customer base ranges from start-ups to *Fortune 500* companies in many specialized industries including *Retail, Non-Profit, Catalogue, Medical, Financial, Travel, Marketing* and *Insurance*. Regardless of size, we work one-on-one with each customer to deliver outstanding service and results.

To make the most of your business information, you need a company that can understand your needs, anticipate your requests and help you discover new ways to communicate with your customers. **That is Priority Data.** With proven processes, focused professionals and decades of experience, we strive to take the guesswork out of managing information, so our customers can focus on what they do best.



「INFORMATION ON DEMAND」



## Integrated Data Services

Keeping your information current is important, as is your time. **Priority Data has the resources to maximize both.** As a leader in data services, our expertise is providing more effective ways of turning the documents you have into documentation you can use. Our operational structure is large enough to support nearly all functions in-house, which reduces costs and turnaround times for our customers. Whether handwritten to machine-printed, Priority Data can work with information in virtually any quantity or format:

Business Reply Mail  
Customer Surveys  
Credit Applications  
Tradeshow Leads

Catalogue Orders  
Subscription Forms  
Contest Entries  
Warranty Cards

Loyalty Programs  
Registration Forms  
Referral Cards  
Business Cards

Donation Cards  
Undeliverable Mail  
Business & Tax Forms  
...you name it!

All data is hand-keyed by our professional staff the old-fashioned way to ensure the highest levels of accuracy. Once compiled, Priority Data can deliver your files securely in virtually any format you need. Original data can be electronically stored, shredded, recycled or returned—it's up to you. We're so confident in the quality of our staff and efficiency of our systems, Priority Data **guarantees 99.5% accuracy** for all work that is keyed and fully verified. All work is performed by trained experts at our secure facilities headquartered in Omaha, Nebraska—***never outsourced to foreign countries.***

WHAT YOU NEED

## Innovative Support Programs

Priority Data provides a full range of management solutions to help our customers maximize their information, services and communications efforts. These include document processing, data warehousing, database merges and appends, professional mailing lists and integrated marketing programs.

Priority Data employs **advanced database hygiene** methods to scan files for errors, fix individual records, eliminate redundancies and improve overall database utility. Our specialized merge/purge and optimization processes can help you organize and integrate divergent databases, append and enhance file information and deliver a much needed resource to connect with your customers.

With access to more than 200,000 consumer and business lists, Priority Data can build targeted mailing lists for virtually any customer segment you want to reach. That is just the beginning. Integrating customer surveys, coupon offers and rewards programs, we can show you effective ways to reach out to your existing customers and target new ones. **From customized lists to complete databases**, Priority Data has resources and organizational expertise you need to build more rewarding relationships with your company.



**WHEN YOU NEED IT**」



## Your Full-Service Outsourcing Partner

Priority Data serves in a variety of roles for our customers. While companies rely on us for complete back-end operations in place of their internal departments, some have seasonal outsourcing needs and others call as projects arise. Whether it is a small project or full-scale outsourcing, Priority Data is flexible, affordable and easy to work with:

**Customized Solutions** are truly what sets us apart from the competition. This begins with a thorough understanding of each customer's needs, goals and expectations. We work together to set objectives, define logistics and provide a seamless integration of services to achieve those goals. Providing outstanding customer service is our top priority.

**Quality Assurance** begins the moment source data arrives at our secure facility. Utilizing specialized tracking software, our operational teams manage each project from start to finish. Quality checks are conducted systematically to ensure operational standards are maintained and client expectations are met on every job.

**Comprehensive Security** is maintained at all times. This includes strict security card access, thorough background checks, automated file encryption, redundant storage systems, secure file delivery and regular document shredding to ensure your data is protected at all times.

In today's competitive environment, it pays to explore your options in outsourcing professional services. With specialized data services, experienced professionals and dedicated support, you'll find Priority Data is everything you're looking for.

「WHAT'S YOUR PRIORITY?」

「FOR MORE INFORMATION, CALL US TOLL FREE  
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