



D&B's proprietary **DUNSRight™** Quality Process is how we collect and enhance information for all D&B solutions. **DUNSRight** means information you can trust.

## Customer Defection Alert

*Retain More of Your Best Customers and Target Your Best Prospects*

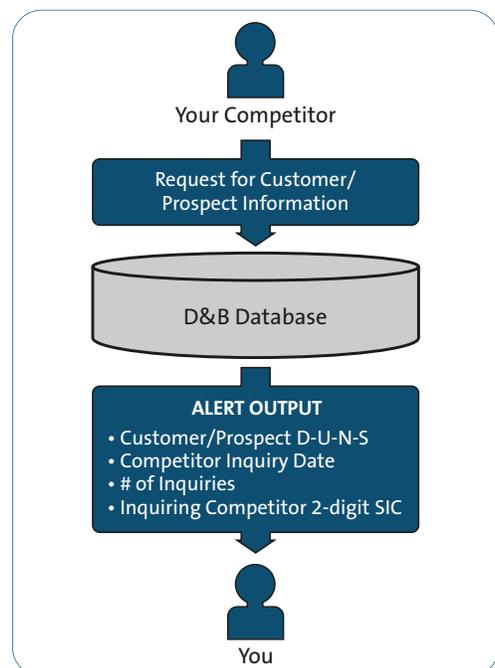
Experts suggest that companies that can retain just 5% of their best customers each year have the opportunity to grow revenues by as much as 85%. As a sales or marketing professional, you see in that equation an enormous challenge. On the one hand, you need to protect your top customer assets while searching for potential new customers that might limit the impact of defections or add to overall revenue. But how do you know which customers are likely to leave your business and which prospects are looking for products and services like yours?

The answer is D&B's Customer Defection Alert. This powerful tool allows you to monitor your current customers as well as companies that are looking for solutions that you sell or that are being investigated as potential acquisition targets. As a result, you can take preemptive action to retain your best customers while working more efficiently to acquire those who may be "shopping around."

### How It Works

Customer Defection Alert relies on D&B's D-U-N-S® Number business identifier—one of five drivers of the DUNSRight Quality Process. The D-U-N-S Number uniquely identifies single business entities while also linking members of corporate families. It is recognized, recommended, and/or required by more than 50 industry groups as well as the United Nations, the U.S. Federal Government, and the European Commission.

Leveraging the D-U-N-S Number, D&B can track when companies in your industry make inquiries to the D&B global business database (the world's largest) about your customers or prospects, which in turn alerts you to the possibility that your customers are looking for a new solution provider or your competitors are targeting them. Either way, Customer Defection Alert arms you with the insight you need to protect your existing customers and acquire new ones.



Customer Defection Alert Schematic



Customer Defection Alert is easy to use and requires no special software to maintain. In fact, all you do is:

- Define your target list of customers or prospects to be monitored in whatever way is most useful to you—by the industry type of the businesses making inquiries, by geography, or other key demographics
- Receive weekly, bi-weekly, or monthly updates in a file format you specify

#### Customer Defection Alert At Work

- Large Global Bank #1** > Combines inquiry data with other D&B data to direct priorities in sales call scheduling
- Super Regional Bank** > Receives any inquiry alert by SIC within a 10-mile radius from any of its financial service stores; serves as a lead for various forms of commercial lending
- Large Global Bank #2** > Uses file to “scrub” prospect list as last step of pre-qualifying potential customers
- National Transportation Company** > Receives inquiries from any of its competitors according to number of employees within competitors’ branch and HQ locations

## Customer Defection Alert Business Benefits

- Prevent your best customers from defecting so you can grow revenues faster
- Increase sales through a focused message to credit-seeking or active-buying companies
- Reduce costs to acquire and retain customers by focusing on those that are looking for the types of solutions you offer
- Redirect sales efforts, resulting in greater efficiency in sales calls, direct mail campaigns, and telemarketing

To learn more about how Customer Defection Alert can help you see retain more of your best customers and target your best prospects, call your D&B sales representative.

You can also contact us at 1 800-729-0609 or by e-mail at [information@dnbhelp.com](mailto:information@dnbhelp.com) or visit [www.dnb.com/us/dbproducts/sales\\_marketing](http://www.dnb.com/us/dbproducts/sales_marketing).

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