

# How **Q**tego *Streamlines* Building A Customer Database Program.

“By integrating Qtego within our advertising campaigns we have improved our database management and effectiveness in understanding our new customers.”

– Dr. Thomas

## **PURPOSE:**

To explain how Qtego’s patented technology provides a streamlined method of collecting and registering individuals into a company’s central database.

## **BUSINESS CHALLENGE:**

Most programs require customers to complete paper forms which in turn must later be manually entered into a central database. This process has an error factor which includes entry errors and customers intentionally providing false information.

## **THE **Q**TEGO SOLUTION:**

Qtego’s patented technology, when integrated with a toll free 800 registration line, streamlines the data collection process. Through numeric inputs from the phone keypad, Qtego’s interactive IVR platform gathers and verifies the individual’s name and address, to ensure accurate information, thus delivering a complete data package about that individual.

## **THE **Q**TEGO SOLUTION—VIA SMS TEXT MESSAGE:**

Qtego’s patented technology, when integrated with an SMS short code and keyword, can facilitate an interactive text session to capture the individual’s inputs. Qtego’s text platform gathers and verifies the individual’s name and address through text messaging, and delivers a complete data package about that individual.

## **RESULTS:**

By using Qtego’s patented technology, you collect vital marketing demographics quickly and accurately, at a much lower cost than by using traditional methods.