GROUP1®
GROUP 1 SOFTWARE
The Marketing Software Company™

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Mr. Richard E. Connors
Senior Vice President-Marketing
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"The availability of a broad range of high-quality customer data is essential for financial services providers' customer-centric strategies and initiatives."

- Gartner, Inc.

Dear Richard:

What would it mean to your organization if you could quickly view, accurate up-to-date records for all of your customers and prospects — regardless of where this information currently resides? You could increase revenue by identifying up-sell and cross-sell opportunities, launch successful marketing campaigns to targeted new prospects and boost customer satisfaction by better serving your clients' needs.

Fortunately, there is technology that can help you gain a single customer view. Group 1 Software offers DataSight, an industry-leading data quality solution that delivers advanced correction, validation, and enhancement of customer, prospect and supplier data – even with non-name and address information, such as account numbers.

Group 1 offers over twenty years experience managing large volumes of customer data for such notable financial services organizations as American Express, Citicorp, Charles Schwab, and Bank of America. Increase your profitability by using DataSight to leverage your most strategic competitive asset – customer data.

We have enclosed a small token of our appreciation that will help you **bring your customers into focus**. In addition, you can receive a **FREE** copy of a brand new Group 1/Peppers & Rogers white paper, "Maximizing Data Quality to Build Profitable Customer Relationships" just by scheduling an appointment to talk with us about your data quality needs.

Richard, to find out how we can help bring your customers into view, call **(888) 413-6763** or send us an email at dataquality@g1.com to set up your appointment.

Best regards,

Ken Chow
Vice President of Product Development and Marketing
Group 1 Software