

## News Release



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## Lost Subscribers Found!

*Accudata Technologies Helps Carriers Find and Win Back Lost Subscribers  
with New Operating Company Name Lookup Service*

**ALLEN, Texas — July 26, 2004** — When many wireline or wireless subscribers see a better service deal from another provider, they switch. For the carriers who used to call these subscribers their own, the only notification they receive is the one telling them the number has been ported and the billing has been changed. It's a little like returning to college after the summer and finding that your girlfriend of the last year has transferred to some other school without telling you why. Accudata Technologies aims to remedy this situation with its new Operating Company Name Lookup (OCNL) service. The service helps carriers find their lost subscribers and win them back.

“If service providers know where their subscribers have gone, they’ll have the opportunity to contact those subscribers and match offers or sweeten the deal to win them back,” said Accudata Technologies CEO M. Gregory Smith. “We developed the OCNL service in response to our customers’ requests, and we believe it will have a major impact on ‘win backs’ and reducing subscriber churn.”

As carriers receive notices of subscribers that are no longer theirs, they collect the information and send the list to Accudata. Using its OCNL service, Accudata queries a series of databases throughout North America, searching for the lost subscribers. Upon finding the operating company that now serves a particular subscriber, Accudata returns that information to the original carrier within 24 hours of the carrier’s initial request – and often in real time.

With Accudata’s “24-hour-fresh” information, the carriers can contact former subscribers and offer them matching deals or other incentives that may encourage them to return. In addition, in talking with lost subscribers, carriers can determine the reason for the churn, helping them

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improve service or offer new and different applications that will keep subscribers from leaving in the first place.

“Our OCNL service caters to the needs of carriers and subscribers,” Smith said. “Carriers keep subscribers and subscribers get a good reason to return to the fold – everybody wins.”

### **About Accudata Technologies**

Accudata Technologies, originally founded as Revenue Communications Inc. (Revcom) in 1989, provides flexible access to data validation through innovative approaches to data transmission. The company serves as an access hub for validating information associated with telephone numbers. Its validation services include translating information between diverse protocols such as SS7, PSTN and IP in order to access local number portability and line information databases (LIDBs), billing name and address information and bankcard transaction verifications. Additional information regarding Accudata can be found on the company’s Web site: [www.accudatatech.com](http://www.accudatatech.com).

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