

CASE STUDY

Chartered Accountant Client

Client Requirement:

Each week the London Gazette publishes a list of companies which are winding up. The client, a chartered accountant, is interested in contacting these companies to see if they can assist in this process.

Time is of the essence in order to catch these potential customers before they assign an accountant.

Oblong Solution:

The list of winders is sent through weekly once it has been posted in the Gazette. This is picked up by our manual coders who then search using our own data or online to find a phone number. A mixture of different searches are conducted as it is not always easy to find a number.

The data is drip fed real time back to the client so that they can begin contacting the potential customers as soon as possible. This continues until the week's winders have all been searched. We find phone numbers for around 60-80% of the winders and append any additional useful information, such as the name of the directors, tps flags and how we came across the number, plus whether their registered address is an accountant.