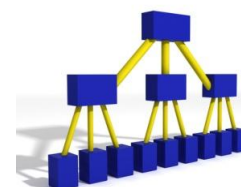


Job Title Coding and Enhancement



Professionalize your job titles and add job title segmentation to your business lists...

Data Services' proprietary Job Title Coding and Enhancement process will match your job titles against a vast library of job titles and job title words to standardize your job title field and/or assign job category, specialty, and department codes.

Job Title Standardization

The job title standardization process corrects common misspellings, translates abbreviations, removes unnecessary punctuation, and most importantly makes your addresses look professional helping your mail pieces reach their intended recipient.

Standardized job titles can replace the existing job title or be appended to each record. A standardization output code is written to each record for analysis.

Job Title Coding

The job title code fields, among other unique applications, can be used for promotion segmentation, merge/purge priority settings, or as list rental selection criteria. The job title coding process provides a comprehensive report by job categories, specialties, and over 180 departments that will give you insight into your customer or prospect base.

Job Title Categories

Owner/Partner	CEO	Officer
President	Senior VP	VP
Director	Senior Manager	Manager
Supervisor	Senior Professional	Professional
Clergy	Consultant	Educator
Skilled Worker	Assistant	Worker
Clerical	Student	Department

Job Title Specialties

Administration	Business Development	Communications
Customer Service	Education	Engineering
Facilities	Finance	Food Service
Government	Health and Fitness	Human Resources
Legal	Library/Resources	Medical
News	Operations	Quality
Religion	R&D	Sales/Marketing
Technology	Transportation	

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