



.NET-connected Partners

“StreetPerfect.Net has increased both the accuracy and consistency of the data that is collected on the front line between the customers and agents. Ensuring accurate customer information helps raise the bar on customer service and enables us to continue the customer growth we have experienced over the last 30 years.”

Laurie Coolman, Operations Manager, College Pro



College Pro Painters Chooses StreetPerfect.net— Painting Franchise Call Center Increases Customer Satisfaction while Reducing Operating Costs

Customer Situation: College Pro Painters Limited was founded by a college student in Thunder Bay, Ontario in 1971. Three

decades later, College Pro Painters is the largest residential painting company in North America. As a master franchise organization, College Pro supports over 750 franchisees all across North America.



With an existing customer database of over 650,000 previous and potential new clients, College Pro’s Call Center found that the need to maintain an accurate

database for contact marketing was vital.

.NET-connected Solution: To meet these needs, College Pro turned to the capabilities of the Microsoft® .NET Framework by integrating Envision IT’s StreetPerfect.net service into College Pro’s Web-based CRM solution.

StreetPerfect.net is a Web service with a SOAP application programming interface that allows College Pro to add verification and lookup functionality to their application that calls on the U.S. Postal Service and Canada Post databases of StreetPerfect.net.

Benefits: With the help of Envision IT’s StreetPerfect.net solution, College Pro Painters has been able to increase efficiency through address look-up, automatic data entry, and address verification, leading to faster call times by call center staff and thus providing greater customer service, in addition to lower operating costs. The address verification feature ensures an accurate database and reduced mailing costs.

Partner Solution: Envision IT is a consulting firm dedicated to delivering business solutions through the appropriate use of technology. For over 15 years, Envision IT has helped its clients gain competitive advantage by delivering customized business solutions using Web and Microsoft .NET-connected technologies based on the Microsoft Windows® operating system.

Developed by Envision IT and based upon Sun Media Corp’s StreetPerfect software toolkit, StreetPerfect.net delivers real-time address look-up, verification and validation, and correction capabilities from within any Web site or application.

For more information

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