

“The integration of mCorrection fuzzy matching further improves the user experience of Fonecta’s contact information services by correcting for such common errors, thereby not only improving the quality of service and with it customer satisfaction, but also the actual usage of the services as well”.

- Mr Harri Turunen, VP of business development in Fonecta Group.



Fonecta Electronic Directories

About Fonecta:

Fonecta is the market leading directory service company in Finland.

Currently Fonecta has nearly 900 employees.

Fonecta Group's turnover in Finland reached approximately 160 million euros in 2007.

Some of Fonecta's best-known services are Internet-based Fonecta Finder, the Phone Books 02 02 02 and 118 directory assistance services.

Fonecta Group belongs to a pan-European directory services company European Directories SA, which in addition to Fonecta Group consist of De Telefoongids, De Gule Sider, Lokaldelen, Herold and Mediatel Group as well as TDC Directories.

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Fonecta was looking for a language independent record matching solution aimed to improve search experience and matching accuracy in their electronic directories. Problem was that Fonecta’s service could not intelligently recognize and match erroneous and misspelled search queries, i.e. first and last names, company names and addresses.

After careful evaluation and highly successful testing period, Fonecta selected mCorrection® fuzzy search software to enhance its electronic directory services. The same mCorrection Platform and directory database is used as a basis for three different applications, carrying out searches initiated by a web interface, customer-sent SMS (name-to-number) messages and register update service – Fonecta ProFinder, respectively. Fonecta ProFinder is a customer register update service offered to Finnish enterprise clients. Companies using the ProFinder service can check and update their customer databases, which contain outdated information, for example names, addresses, zip codes and/or phone numbers etc. business information.

Because of language and character independent functionality of mCorrection, Fonecta is able to serve customers with multilingual customer databases. This was also a significant factor in investment decision because Finland is a bilingual country (Finnish and Swedish) and Fonecta has international operations. In addition, reduced database and network load and hardware requirements were achieved because only exact queries are performed thanks to mCorrection. Fonecta is able to improve the overall scalability of their services and therefore reduce the total amount of required hardware for the production system.