

## Cleanse, enrich and link customer data via a multiverse of information

A revolutionary convergence of expansive data and advanced linking to create a single customer view

The ability to understand and manage all your customer relationships depends on access to accurate, complete and current customer information. LexisNexis® Risk Solutions helps organisations cleanse, enrich and link data to enhance decision making, drive efficiency and underpin data compliance needs. By combining data derived from 2 of the leading 3 UK credit bureaus with our proprietary consumer data universe, we offer market leading data coverage. Our patented data record linking technology, offers a single, more comprehensive customer view, across three of the most established consumer datasets in the UK.

## Take back control of your customer data



### Data Audit

#### Data Failures:

All too often data failures are highlighted by customers through complaints, payments to the deceased, stolen identities or mail to the wrong address. These issues often lead to increased costs, loss of revenue, fraud and reputational damage.

#### Establish the state of your data:

We offer a free data audit of your customer database to determine the state of your data in relation to your management requirements.

#### Take Action:

Perform data cleansing and enrichment activities to update and enhance your customer records to address any issues highlighted by the data audit.



### Data Cleansing

#### Minimise Data Decay:

Identify changes to personal details and circumstances such as whether customers are living as stated, gone away, or deceased.

#### Protect Your Customers:

Sending mail to an historical address can not only increase costs through wastage, but deliver your key customer data into the hands of fraudsters.

#### Reduce Regulatory Risk:

Data protection legislation requires that stored personal data must be 'current and accurate'. Regular data cleansing can help ensure your data remains accurate and up-to-date.



### Data Enrichment

#### Append Personal Details:

Data enrichment adds key missing personal details such as forenames and middle names, dates of birth, and new addresses.

#### Add Contact Information:

Append phone numbers and email addresses to a given name and postal address where available to provide further contact channels.

#### Trace Gone Aways:

Batch tracing can link high volumes of gone aways to new addresses.

*"We are re-engaging with a higher percentage of our customers while reducing mailing costs and also reducing the risk of data protection breaches."*

Donald Moffat,  
Data Integrity Manager,  
Royal London.



### Follow-Up Processes

#### Identity Verification:

Re-identify customers as required using our online identity verification and authentication software.

#### Financial Crime Compliance:

Our financial crime compliance capabilities are relied upon by financial institutions, corporations and small/medium size businesses across the globe to not only support their need to prevent financial crime, but also create customer friendly processes.

#### Analytics and Modelling:

Clean data is the foundation on which you can make better decisions, derive insight and create accurate models that drive your business forward.

# Helping you to protect and enhance your customer data



## Data Audit: How clean is your data?

Constant changes to your customers' circumstances causes your data to become inaccurate. To evaluate the health of your customer database, and highlight how we can enhance it, we offer a free no-obligation data audit.



## Data Cleansing: LexisNexis® Smartcleanse®

Your customer database is a key business asset; regular data cleansing using LexisNexis® Smartcleanse®, will help to retain its value, allowing you to maintain communication with your customers while helping to satisfy your data protection obligations.



## Data Enrichment: LexisNexis® Smartcleanse®

The more you know about your customer, the better you'll understand and communicate with them. Data enrichment, the process of enhancing the value of data with additional attributes, can deliver the insight needed to better connect with your customers. Our proprietary linking technology and access to billions of data records from a multitude of datasets enables us to return more relevant data to enrich your customer records.



Address History



New Address



Date of Birth



Middle Names



Phone Numbers



Email Addresses



## Follow-Up Processes



### Identity Verification

LexisNexis® IDU® combines extensive data with powerful linking technology to verify the details provided against public records and multiple credit bureau data, delivering market-leading identity verification coverage.

Our managed services team can investigate and verify the identities of individuals who prove harder to confirm.



### Financial Crime Compliance

LexisNexis® Bridger Insight® XG screens high volumes of customer records against our proprietary database of risk information (LexisNexis® World Compliance™ Data), which contains the latest sanctions and PEP lists, adverse media and enforcement records.

For higher risk individuals, LexisNexis® EDD Insight offers additional enhanced due diligence checks, establishing beneficial owners and identifying relationships.



### Analytics and Modelling

LexisNexis® Smartcleanse® is a proven batch data processing system, underpinned by our Big Data platform, HPCC Systems®. Providing a trusted source against which to check, cleanse and enrich your customer data, it creates the building blocks to effectively analyse and model your master customer data.



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