Take control of your data, with a **single customer view**

Improve customer experience, increase opportunity and support compliance with a **complete master view of your customers**

Imagine all of the data you hold on any given customer, across your organisation, could be drawn into a single view. What opportunities could it provide for your business? How could it improve customer experience? What insight could it provide for you and your team?

Putting you in control of your customer data, our patented statistical linking technology and unique record identifier – LexID® – will help you answer these questions by creating a Single Customer View (SCV). An accurate, up-to-date and insightful SCV will help you enhance your decision making, deliver a first-class customer experience and will support your compliance needs.

There are three critical components that will allow you to gain a robust SCV and help you to have a clear understanding of your customers:

Comprehensive Consumer Universe

Multi-bureau: Our primary dataset contains data from two of the three leading UK credit reference agencies, as well as our own expansive consumer database.

Market-leading coverage of UK adults: The unique combination of data in our consumer universe offers comprehensive coverage of the UK adult population.

Diverse range of data: In addition to core datasets such as credit derived data and Electoral Roll records, we provide a wealth of additional consumer data points. These include telephone numbers, email addresses, mortality records, insolvency and bankruptcy information, PEP, Sanctions and Adverse Media to name but a few.

Patented Statistical Linking Technology

Dynamic, not static: Our unique linking technology uses statistical weighting based on our entire consumer universe, rather than static rules. It assesses the data points in a subject record in relation to the data population as a whole to determine which records should be linked; as more data enters the population, the linking results evolve.

Superior match rates, greater accuracy: By applying our linking technology to our multi-bureau consumer universe, we are able to link records together with an exceptionally high level of confidence.

Scalable and reliable: Our linking technology underpins most of our products and is relied upon by enterprise level organisations around the world (including some of the biggest global banks). It links together billions of records, from thousands of sources to create and maintain unique individual profiles.

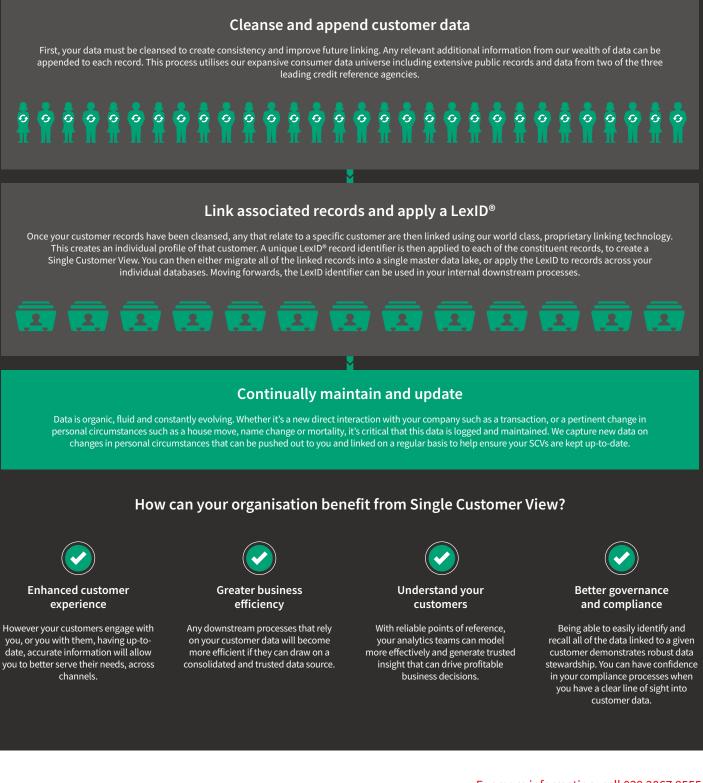### Unique Record Identifier – LexID®

A single identifiable reference: Once records are linked, we label them with a LexID®. Our unique, proprietary record identifier enables us to create unique individual profiles for each of your customers.

Apply across your business: Once a LexID® is attached to your customer records, you can apply it across your business to maintain consistency. Whether you create a master data lake or apply the identifier to associated records across individual databases, you will have a clear view of each of your customers and downstream processes can be markedly improved.

Ongoing maintenance: Data isn't static, making regular ongoing maintenance and refreshes critical. Whether that be through your customer facing teams or through our data management tools, having the LexID® in place will make the process smooth and efficient.

How will we help you create a single customer view?

Multiple disparate systems and siloed data often lead to inconsistent and duplicate customer records. Different lines of business, mergers and acquisitions, and discrete internal systems can all lead to multiple customer databases being held – with varying degrees of quality. Our LexisNexis® Smartcleanse® data management suite will cleanse and link records, then apply our unique LexID® identifier, allowing you to gain a complete view of your individual customers.

Cleanse and append customer data

First, your data must be cleansed to create consistency and improve future linking. Any relevant additional information from our wealth of data can be appended to each record. This process utilises our expansive consumer data universe including extensive public records and data from two of the three leading credit reference agencies.

Link associated records and apply a LexID®

Once your customer records have been cleansed, any that relate to a specific customer are then linked using our world class, proprietary linking technology. This creates an individual profile of that customer. A unique LexID® record identifier is then applied to each of the constituent records, to create a Single Customer View. You can then either migrate all of the linked records into a single master data lake, or apply the LexID to records across your individual databases. Moving forwards, the LexID identifier can be used in your internal downstream processes.

Continually maintain and update

Data is organic, fluid and constantly evolving. Whether it's a new direct interaction with your company such as a transaction, or a pertinent change in personal circumstances such as a house move, name change or mortality, it's critical that this data is logged and maintained. We capture new data on changes in personal circumstances that can be pushed out to you and linked on a regular basis to help ensure your SCVs are kept up-to-date.

How can your organisation benefit from Single Customer View?

Enhanced customer experience

However your customers engage with you, or you with them, having up-to-date, accurate information will allow you to better serve their needs, across channels.

Greater business efficiency

Any downstream processes that rely on your customer data will become more efficient if they can draw on a consolidated and trusted data source.

Understand your customers

With reliable points of reference, your analytics teams can model more effectively and generate trusted insight that can drive profitable business decisions.

Better governance and compliance

Being able to easily identify and recall all of the data linked to a given customer demonstrates robust data stewardship. You can have confidence in your compliance processes when you have a clear line of sight into customer data.

LexisNexis®
RISK SOLUTIONS

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