



Locate the right customer, at the right place at the right time

Eliminate manual tracing and automate your customer data with Place Trace



Quickly establish current residents, or past occupiers of a property within a designated time frame, just by entering an address.

Place Trace can quickly process large volumes of data returning details of an occupier's name, date of birth and residency start and end date, allowing you to keep track of exact tenancy dates and reduce outstanding debt losses.

Eliminate manual tracing, automate your customer data, and gain valuable insights with our residency score which ranks residents indicating the probable head of household and their propensity to pay, saving time and costs, and improving your operational efficiency.

Customers benefit from quicker, more accurate billing and a better customer experience.





Business **Benefits**



Accurately locate and contact customers quickly, avoid unnecessary conversations saving time and money



Speed up the payment process and say goodbye to manual tracing. Process large volumes of data and collect quicker



Residency scores identify and prioritise all individuals associated with an address including a detailed breakdown of all available evidence linking them to that address



Propensity to Pay scores help to highlight an individual's ability to pay



Validate residency and identify potentially inaccurate move dates, unoccupied properties, or evidence that the individual is deceased



Meet regulatory requirements by maintaining accurate customer data and send the right communications to the right people



Flexible and adaptable delivering outputs to fit existing client systems



Treat customers fairly and responsibly, prioritise debt collection in relation to ability to pay and support the vulnerable

40-50%

of properties are potentially occupied without providers knowing¹

5%

of renters or 1.3m people in the UK leave an address with unpaid debts²



Accuracy



Evidence



Flexibility



Confidence

Validates
residency

Evidence for
likelihood
of occupancy

Residency Score:
Configurable parameters to
tailor your results

Place Trace recently helped IDenteq

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With Place Trace we obtain valuable insights to reduce fraud within the utilities sector as we can pinpoint exact residency dates, quickly. It has allowed us to streamline our client solutions and shape fraud prevention strategies, focusing resource where it can be most rewarding. Place Trace plays a key role in our fraud prevention strategy delivering brilliant results to date and the Experian team are always on hand to help when we need it.

¹Experian analysis of previous results

²study by Auto-switching provider Labrador – the sun.co.uk (2019) why renters end up paying more for energy due to previous tenants rights.



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