



# Find or reconnect with thousands of individuals, fast.

Identify the latest residential address or contact details for a person using Supertrace's processing technology.



It is easy to lose touch with someone due to the ease in which an individual can move address or change telephone number. Supertrace is a powerful, scalable tool used for locating or reconnecting with thousands of individuals quickly and at low cost.

The solutions flexibility allows you to search for people in more than one way, locate residential addresses or contact details using known data, such as date of birth, surname or postcode.

Get a fuller picture of an individual's situation with our current and historic address information, make better decisions about how and when to contact them, collect payments, or reunite individuals with assets owed to them.

Using Supertrace we have surpassed the match-rate of our competitors due to the breadth and variety of data sources within the system. Working with the granular financial information within Supertrace allows us to provide high quality results to our clients. Supertrace has been a pivotal tool in our batch services.

**Sam Arnold, Tracing Operations Manager, Capita.**







# Benefits at a glance



**Reduce manual tracing and costs** by automating search processes and reducing case-by-case reviews



**Contact with confidence** based on residency scores that include a detailed breakdown of all available evidence linking an individual to an address



**Understand your customer's movements** based on where they have recently and frequently been active (such as applying for credit or moving credit cards to a particular address)



**Obtain a telephone number** for an individual as well as alternative contact details, such as their work and mobile numbers



**Tailored to meet your needs.** Easily customise our solution based on the size of your organisation and your specific tracing challenges



**Flexible customer searches** based on the data you have available: name, date of birth, postcode and address



**Enrich your customer data** with value-added insight such as Bankruptcy, CCJ and IVA data, deceased flags and 'propensity to pay' scores via our Data Enhancement Service (DES) for Collections



**Streamline FCA compliance** by ensuring that the data you hold about your customers is accurate, and that customer communications are always timely and appropriate



**Keep up to date** with trace monitoring, monitor your trace records and receive alerts of any changes





**Supertrace includes a detailed breakdown of all available evidence linking an individual to an address**

Where multiple addresses are matched to an individual, residency evidence can help to provide a view of the most likely residing address



**We help you understand your customers movements**

Understand where you are most likely to find a customer, based on where they have recently and frequently been active (such as applying for credit or moving credit cards to a particular address)



**Common occupants' analysis**

Supertrace can provide an indication of common occupancy, showing a count of people located at the address also traced to the linked address, such as an individual moving in with a partner. A financial association count can also be provided.



**This ensures that you are tracing the right individual at the right address**

Supertrace can provide the most recent phone number on record for an individual, as well as alternative contact numbers, such as their work and mobile numbers

**To find out more**, please contact your Experian representative





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