

Experian Autotrace Plus

A fast, compliant, cost-effective way to trace and re-connect with your customers

Each year, pension providers, financial services organisations and utilities suppliers lose contact with thousands of customers. As a result, it becomes impossible to support these lost customers effectively through changes in their personal and financial situations, to collect payments from them, or to reunite them with assets owed to them.

To help organisations find and reconnect with lost customers, and to build stronger, more beneficial customer relationships, Experian has created Autotrace Plus. This is an intuitive online customer search tool that cross references data from multiple sources, including the Experian Credit Bureau, to help you find lost customers and contact them at their new addresses.

By taking an evidence-based approach to tracing, Autotrace Plus helps your organisation to comply with FCA rules for treating customers fairly. Autotrace Plus can help you to make more confident and better informed decisions for customer verification, and ensure that communications are sent to the right people at the right time.

Experian Autotrace Plus benefits at a glance

- **Find lost customers faster**
with simple, intuitive online searches that return results quickly
- **Reduce tracing workloads and costs**
with intuitive tools for monitoring cases on an ongoing basis
- **Contact your customers with confidence**
based on residency scores that measure the probability of a customer being resident at a particular address
- **Streamline FCA compliance**
by maintaining accurate customer data and the ability to send appropriate communications to customers at the right address.

Who is Experian Autotrace Plus for?

Experian Autotrace Plus is for any organisation that routinely searches for lost customers on a case-by-case basis. Results are returned quickly, but only one search can be carried out at a time. Organisations that need to search for, and validate, thousands of customer addresses concurrently, or need a detailed breakdown of evidence used to create customers' residency scores, should consider our **Experian Supertrace** offering.

Experian Autotrace Plus

How it works:

Key features of Experian Autotrace Plus

To conduct Experian Autotrace Plus searches, users input a range of known data about a customer, such as their first name and surname, date of birth and partial postcode. An address and telephone number for the customer are then returned, along with a 'residency score' that shows the strength of data connecting that person with the address.

Experian Autotrace Plus is available both 'screened' and 'screenless' versions. This makes it easier to integrate the tool with your existing systems and processes.

Key features of Autotrace Plus include:

- **Flexible customer searches**
based on the data you have available (name, surname, date of birth, partial postcode and more)
- **Address history**
which shows the customer's past addresses as well as their current address, helping you to make better decisions about how to contact them
- **Telephone numbers**
including mobile and landline numbers where available
- **Constant reviews of searches**
with alerts when new data about your customer's residency status becomes available
- **Case management tools**
which allow you to find, view and reprocess cases with the most up-to-date information available

- **Land Registry Data**

which can be used to verify a customer's address through property and land ownership

- **Mortality checks**

which cross reference your customer's details with mortality data to establish whether a customer is deceased.

Bringing certainty to tracing with Autotrace Plus residency scores

Autotrace Plus provides residency scores with customer search results, helping you to ensure you have the correct address for your customer when sending communications. In doing so, it supports compliance with FCA rules for treating customers fairly throughout the tracing process.

Experian Autotrace Plus residency scores are based on the strength of evidence that connects a customer with a particular address and how recent it is. Multiple data sources are used to build the residency score, including information from the Electoral Roll, data from other financial institutions and utilities suppliers, and more.

To discover more about Experian Autotrace Plus and how it can help your organisation find and reconnect with lost customers in a way that is fast, cost-effective and fully compliant with FCA requirements, please contact:

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