

Empower your business operations with enduring data management

LexisNexis® Smartcleanse® offers a proactive approach to cleanse, enrich and consolidate your customer data at scale using a suite of data management services, which uncovers deep customer insights to help improve outcomes for you and your customers.



Your customer data is constantly deteriorating

A person's data is continuously changing. Throughout their life they may move house, change their name or alter contact details. In addition, unavoidable keying errors or omissions mean customer data accuracy is a challenge. Without regular maintenance, data quickly becomes outdated and the value it provides your business is compromised.



Benefits of enduring data quality can be realised throughout your entire organisation



Enhance 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.



Increase 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 and drive business value

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



Improve governance and compliance to reduce risk

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.

Take back control of your customer data



Data Audit

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



Record Link

Link associated records and apply a unique LexiD® identifying number to create a single customer view.



Data Cleanse

Confirm or correct and update customer records using a market leading, trusted referential data source.



Data Enrich

Enhance customer records with additional contact data and other related personal information.



Continuous Updates

Receive alerts of data changes to enable proactive data maintenance.

Smartcleanse: Cleanse and enrichment services

Smartcleanse services can be accessed via the convenient, intuitive web portal or for larger, more complex projects, using our specialist Managed Services team.





How your business can benefit from **Smartcleanse**



Financial Services

- Support Consumer Duty adherence – good quality data is a fundamental prerequisite of understanding and communicating appropriately with customers
- Assure asset reunification
- Facilitate a single customer view
- Tackle the risk of deceased fraud



Life and Pensions

- Re-engage with lost members
- Enable digital transformation
- Proactively manage processes around mortality and reduce overpayments
- Understand the risk exposure of your pension scheme
- Limit fraud



Utility Providers

- Help identify and connect with vulnerable customers for inclusion on the Priority Service Register
- Facilitate a single customer view across multiple services
- Track individuals as they move from one property to another
- Improve communication success regarding advance notice of network work, faults or outages and for correct compensation pay outs



Collections and Recovery

- Connect with pre-delinquent customers for better outcomes
- Find previously 'uncontactables'
- Recover more money owed

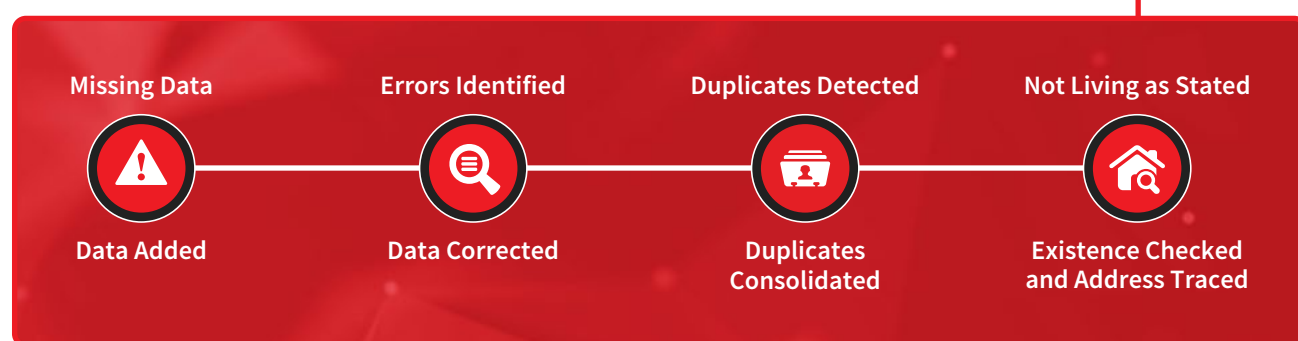


Collection Agencies

- Quickly locate and contact debtors
- Improve confidence in debtor book valuation
- Consolidate associated customer records across multiple debtor files
- Focus efforts and maximise returns through segmentation

The following fictional example shows how a customer record could be updated using Smartcleanse:

Original data provided by the client			Smartcleanse®
Field	Definition	Before	After
REFERENCE	Client unique reference number	XX01284356	XX01284356
FORENAME	The first name or initial provided	S	Sarah
MIDDLE	The first middle name or initial provided	J	Jane
SURNAME	The surname provided	Barker	Bamford
DOB	The date of birth provided	01/01/1975	07/03/1975
ADDRESS	The address provided	30 Coolgardie Avenue	23 High Street
		Chigwell	Yelvertoft
		Essex	Northants
		IG7 5AY	NN6 6LE
EMAIL ADDRESS	Email address held		sjbamford75@gmail.com
MOBILE NUMBER	Mobile number held		07885 675 321
LexID®			
UKLEXID	LexisNexis® Risk Solutions unique record identifier		321432567
LEXIDSCORE	Level of confidence that the record matches to the LexID		91
# SOURCES	Number of records for the LexID		14
NEWEST_SOURCE	The date of the most recent record for the LexID		31/05/2023
PAF	Input address matches an address in the LexisNexis Risk Solutions universe		Y
		Input Score	Output Score
		58.28	92.26



To release the value in your customer data,
talk to us today.



For more information, call 029 2067 8555
or email uk-irl-enquiry@lexisnexisrisk.com
risk.lexisnexis.co.uk