

Capita Data Management with Phone Append & Verification

Service Definition

G-Cloud 15



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1 Overview

Capita's Mobile Append service enhances customer records by adding validated telephone numbers sourced from trusted financial data. It is designed for public sector bodies and organisations that need accurate, consented contact information to improve communication and engagement.

The service identifies mobile and landline numbers linked to an individual and verifies their accuracy and usability in real time. Each number is checked for syntax and format, country code, length, and network provider details. Additional validation confirms porting status and reachability, ensuring the number is active and usable. Carrier information and registration dates are also provided for added assurance.

All appended data is matched at name and address level, ensuring the contact details belong to the correct individual. Where multiple matches exist, more than one number may be returned, providing flexibility for outreach. All data is sourced from consented credit bureau records and processed in line with GDPR and public sector data standards.

By supplying accurate, validated telephone numbers, this service helps organisations reduce failed contact attempts, improve engagement, and maintain compliance. It supports efficient communication for reminders, notifications, and service updates, ensuring outreach activities are based on reliable and up-to-date information.

2 Service Features

1. Real-time validation of phone numbers
 2. Data sourced from trusted financial institutions
 3. Mobile carrier and registration date confirmation
 4. Syntax and format checks for all contact details
 5. Live signal ping for usability confirmation
 6. Name and address-level data matching
 7. Multiple contact matches returned where available
 8. Compliance with consented credit bureau data
 9. High-quality assurance for appended information
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3 Service Benefits

1. Improves debtor contact rates by providing accurate, validated phone numbers
 2. Enhances citizen engagement through reliable communication channels
 3. Reduces time and cost of tracing individuals with consented data
 4. Supports compliance with GDPR and public sector data standards
 5. Minimizes failed contact attempts by verifying usability in real time
 6. Facilitates recovery of unpaid bills and arrears through better reachability
 7. Strengthens service delivery by ensuring up-to-date contact information
 8. Improves efficiency in outreach campaigns for housing, council tax, and benefits
 9. Enables proactive communication for reminders, notifications, and urgent updates
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4 Service Scope

This service includes a managed data enrichment program delivered on a project-by-project basis. Data will be provided for each project in the agreed format and upload files via secure transfer methods such as SFTP, ensuring compliance with ISO/IEC 27001. All data is securely stored in the UK, and the service complies with industry security standards.

No additional software installation is required.

Flexible scheduling for uploads and confirmation of receipt are provided by our client relationship team, who provide support during our standard working hours (Monday–Friday, 9am–5pm). This includes support for general or technical queries.

Pricing operates on a tiered rate card aligned to volume and service type.

5 Disclaimer

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