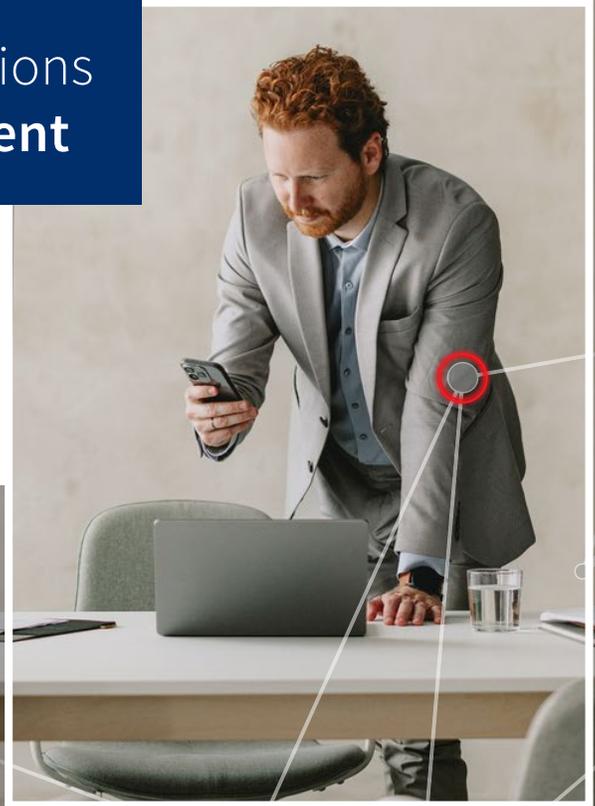


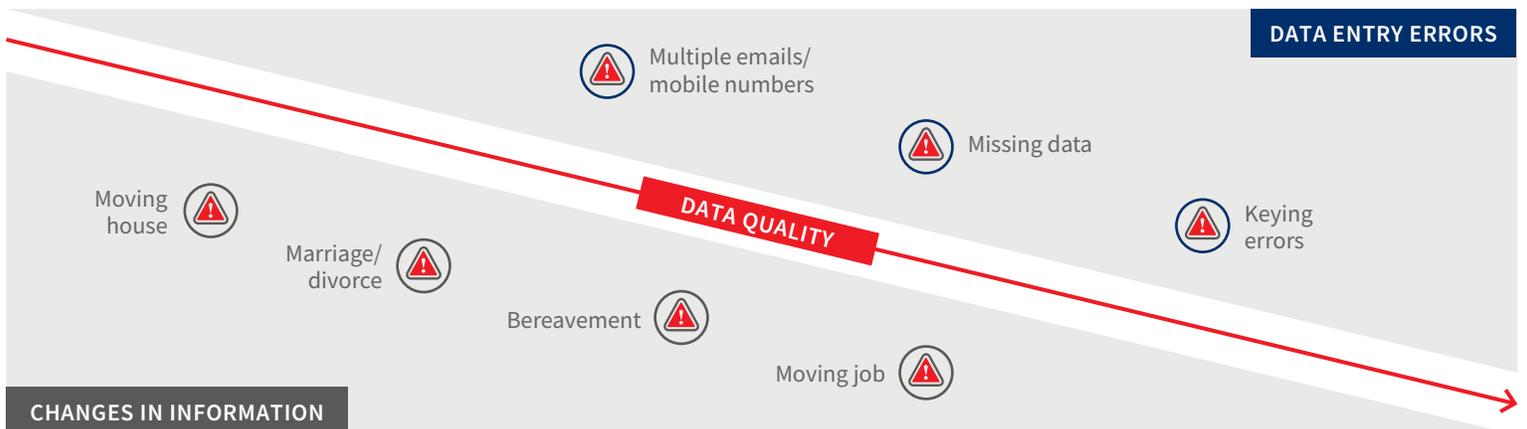
## Empower Your Business Operations with **Enduring Data Management**

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 Without regular maintenance, data quickly becomes outdated and the value it provides your business is compromised.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, more 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



### Cleanse and enrich data

Confirm or correct and update customer records using a market leading, trusted referential data source that can enhance customer records with additional contact data



### Record link

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



### 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
- Enhance your single customer view
- Tackle the risk of deceased 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 for advance notice of network maintenance, faults or outages and for correct compensation pay outs

**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

**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

**Collections and recovery**

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

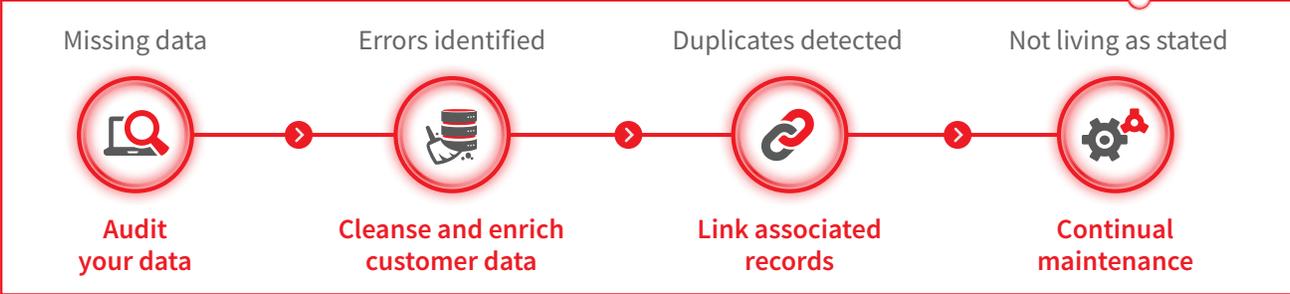
**Optimise collections and recovery strategies with key financial indicators**

Smartcleanse® enriches consumer records with key financial indicators, including CCJ and IVA data, to help collectors identify customers in persistent financial distress or already subject to formal arrangements, so they can:

- Engage earlier with pre-delinquent customers
- Tailor payment terms based on financial capability
- Prioritise resources where recovery is most viable

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



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](mailto:uk-irl-enquiry@lexisnexisrisk.com)  
[risk.lexisnexis.co.uk](http://risk.lexisnexis.co.uk)