

EQUIFAX[®]

Consumer Information Solutions

Equifax reConnect

INFORM › ENRICH › EMPOWER



Finding lost customers to re-engage your campaigns

Winning new customers is considerably more expensive than retaining and growing your existing base yet analysis suggests that, in any one year, your company could lose contact with up to 15% of its customer base due to these consumers having a change in their circumstances. Avoid this attrition with reConnect.

With such degradation of databases each year, businesses face the challenge of managing a customer base that is significantly smaller than the number of names on their database. Tracking down these goneaway customers and prospects is a recognised problem, but one that is rarely acted upon, effectively.

Equifax reConnect is a powerful tool which offers businesses a chance to communicate with customers or prospects about which they may hold a wealth of information except – critically – where they live now. A consumer

unification service, which is unique in the market, it identifies forwarding addresses of otherwise goneaway individuals. No longer do you have to rely on customers keeping you informed of their changing circumstance in order to retain your relationship.

By linking reConnect unification data to the disConnect suppression file, we are able to turn potentially unusable customer records into valid and valuable new data that will ensure communication with existing customers can be maintained.

A stress free process that gives you control

With reConnect, finding goneaways could not be simpler. Firstly, we identify people who have moved with our suppression file disConnect, which holds details of over 40 million goneaways. Next, using our vast databases of information, we apply our unique address linking process to find unification addresses for these identified goneaways.

Clients have a choice of options to enhance their customer data:

Option 1 – Equifax disConnect – the synergy between disConnect and reConnect has been optimised by adding a flag to those disConnect records where a unification address is available in reConnect. With over 20 million forwarding addresses available and 24/7 access to the reConnect data, our disConnect clients can change a goneaway record into valuable customer data within minutes.



Option 2 – Equifax reConnect direct – for clients who do not hold the complete disConnect file, name and address data can be submitted directly to the automated reConnect process, with forwarding address data appended and returned within minutes.





› **The Heart of Data Intelligence**

Value your business can't ignore

With every pound of marketing budget expected to work harder every year, reConnect:

- reinvigorates a declining customer base allowing you to convert suppressed records into live actionable data
- enables you to maximise your marketing budget by re-engaging with existing customers, saving the delay and cost of finding new business
- increases your response rates as newly unified customers will have been under mailed at their new address
- provides validation of new address against the current Edited Electoral Roll (EER) and other valid data sources
- delivers market-leading match rates 24/7.

Bridge the gap with your customers

Call us on **0845 603 9960** or email:
marketing.solutions@equifax.com



EQUIFAX®

MSC1266SC/reCo/June 2010

Equifax Ltd

Registered office: Capital House,
25 Chapel Street, London NW1 5DS

Registered in England No: 2425920

Equifax is a registered trademark of Equifax Inc.
Copyright © 2010, Equifax Inc. Atlanta, Georgia
All rights reserved.

www.equifax.co.uk

INFORM › ENRICH › EMPOWER