

Data Cleansing & Vehicle Owner Tracking

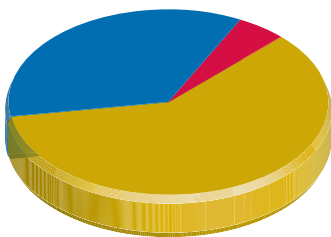
Manage your customer database to maximise client relationships



Data Cleansing

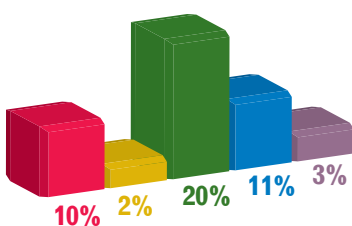
Customer data has a short shelf life. Cleansing your data with Experian can solve this problem by detecting and correcting inaccurate records to help you manage costs and keep your data compliant.

Sample graph from a customer data audit, summarising the results of an address cleanse.



- Number verified as correct
- Number that are unchanged
- Number updated by Experian

Summary graph from an audit displaying data that can be suppressed as a percentage of the whole database.



- Gone away
- Deceased persons
- TPS
- MPS
- FPS

Why cleanse your data?

Everyday in the UK, 18,000¹ people move house, 1,600¹ die and over 20,000² used vehicles change hands. These changes cause customer data to rapidly decay, which can have a huge impact on the accuracy, effectiveness and cost of your marketing campaigns, as well as compromise your reputation in the eyes of your customers.

The benefits of data cleansing

Cleansing your data, whether as a part of a regular process or as a one off exercise, has clear benefits for your business. It will reduce the costs associated with contacting individuals who cannot be found or are no longer relevant to your campaign and will also reduce the risk of annoying customers with irrelevant communications. Cleansing can help your business comply with data regulations and also improve your response rates and return on investment by making sure your campaigns are targeting the right customers.

What data can be cleansed?

The service draws on a range of Experian's unique and industry leading data sources to cleanse both your consumer and business contacts to the highest standards. Cleansing can identify and correct the following:

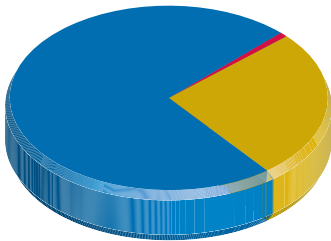
- MPS, TPS and FPS service registrations
- incorrect postal addresses
- people who have moved house
- incorrect telephone numbers
- gone aways
- deceased
- duplicates.

In addition to cleansing your customer data, we can append additional information, such as date of birth, allowing you to send out personalised campaigns to your database. We can also append Experian's own Mosaic Automotive customer classification data to each of your records allowing you to identify the commonly occurring Mosaic customer profiles in your database. Once you have established which Mosaic types exist in your customer database, we can help you find similar people in your territory with a Mosaic profiled prospect list allowing you to send targeted marketing communications.

¹ NOP world data quality white papers.

² From SMMT data

Sample chart showing Vehicle Owner Tracking.



- Owner change
- Scrapped
- No change in ownership

Vehicle Owner Tracking

To ensure your customer communications are targeted effectively it is also important to update your vehicle database. Experian's Vehicle Owner Tracking (VOT) service uses DVLA data to identify vehicles in your database that are no longer owned by your customer or have been scrapped, so you don't waste money on out of date communications.

Date of first registration

In addition to VOT, we can also append the date of first registration to your vehicle data, allowing you to send out targeted communications in anticipation of MOT and service dates.

How do I get my data cleansed?

Our dedicated team will provide a free health check of your database, including a detailed report illustrating what changes are required and the potential savings that can be made. If you decide to go ahead with any element of the cleanse, your data will be processed and typically returned to you with in five working days.

T 0870 414 0310
automotive.enquiries@uk.experian.com
www.uk.experian.com/motor