

Let's Talk Customer Information Files

Inaccurate Customer Information Files can cost your Financial Institution 15 to 25% of revenue per year. Along with revenue implications, it also poses a risk for fraudulent activity.

Extraco Consulting has partnered with Redi Enterprise Development to bring you CIFocus. A CIF Data cleansing platform to help you:

- Improve data quality & overall productivity**
- Avoid misguided decision making based on inaccurate data**
- Streamline customer communication — accurately**
- Enable enhanced management of the client relationship**
- Filter irrelevant data or poorly formatted data sets**
- Ensure compliance & regulatory requirements**

Tailored Solutions | Proven Methods | Tangible Results

DATA QUALITY = PROFITABILITY AUTOMATING ACCURACY

- **Automating Data Hygiene** from beginning to end will enable you to deploy usable, accurate data across multiple channels used to communicate and notify your customers or members — such as a CRM, an Online Banking platform, a Fraud Prevention platform, a Mortgage platform, or an Insurance platform.
- **Get it. Clean it. Push it back into the Core.**
We integrate **CIFocus** into your daily procedures automatically so that you are never running with unvalidated data. However, you may choose to enable the service monthly, bi-yearly, or yearly. We leave the decision of clean data up to you.

Bridge the gap between your data, and your customers.

1-888-797-7468
extracoconsulting.com

Taking the work out of data cleaning.

CIFocus provides automatic data correction for a hands off method to data cleaning.

Deduping data: **CIFocus** locates and removes or merges duplicate records.

Merging data across multiple platforms/applications: **CIFocus** cross-references missing data across multiple platforms/applications then extracts and supplies data to missing fields.

PHONE

CIFocus verifies phone numbers against carrier records to identify if number is a cell phone or land line. Data is then aligned for text or call use for penetration in the mobile space.




EMAIL

CIFocus scans against domains to ensure the address is deliverable and properly formed. It then identifies that the mailbox actually exists.

CIF ALERT

CIFocus can place a CIF Alert Message on the inaccurate customer/member data so that any future encounters with the customer/member can be managed accurately.

A streamlined approach to identifying and correcting inaccurate/missing data.

-  **01.** **CIFocus** utilizes carrier records, domain/mailbox/catchall, and national data bases to identify inaccurate data.
-  **02.** **CIFocus** adds an inaccurate/missing data alert to the CIF for your financial institution's representative to correct data when customer visits/contacts institution.
-  **03.** Campaign pieces can be delivered to available contact data and mediums to acquire correct/updated information. Campaign items include post card, email, text, online banking ads, and more.

Data Maintenance

After your initial data cleaning, it's important to maintain an accurate database. **CIFocus**, will allow you to automate the data cleansing process. There's no limit on seats, licenses, or participant access.

 info@extracoconsulting.com

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Powered by:

REDi



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