

# LET'S TALK

## Customer Information Files

Inaccurate Customer Information Files (CIF) 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 cleansing platform.

*A CIF DATA CLEANSING PLATFORM HELPS:*

- Create Efficiencies
- 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



## Data Quality = Profitability **AUTOMATING ACCURACY**

### **AUTOMATING DATA HYGIENE**

We 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 from start to finish.

### **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.

Tailored Solutions | Proven Methods | Tangible Results <sup>TM</sup>

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# 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 AND 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 a 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 data that is inaccurate or missing.

### 01

CIFocus utilizes carrier records, domain/mailbox/catchall, and national data bases to identify inaccurate data.

### 02

CIFocus adds an inaccurate and 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.

Powered by:



**Contact Us Today!**

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