



DataDNA

Collections & Recoveries

This enables collections organisations to:



Effectively profile new customers

against their existing customer book for modelling and segmentation purposes



Reduce risk across group by recognising customers in financial trouble in other group brands



Increase contact rates by identifying customers you've already been in touch with, using the right communication channels which made the difference



Increase effectiveness and reduce costs by managing multiple accounts, reducing phone calls, letters, emails and SMS

Inaccurate customer data delays contact, increases resource expenses and negatively impacts recoveries

In the age of data-driven decision-making, the integrity of your customer data is paramount — especially for businesses in recoveries and collections.

DataDNA is a unique number that has been appended to each individual in TransUnion's database. This number can be used to identify both existing and new customers and will link multiple accounts to one person, regardless of any change or variation in personal information including date of birth or name changes.

The number can be appended to any customer book enabling you to reconcile and fully understand the crossover between accounts and customers. Available in real time or as a batch solution, DataDNA can unlock greater customer insight, enhance matching and improve customer communications. Our real time service, provided by API, means you can match with confidence new accounts the moment they arrive, with your existing data warehouse.

The TransUnion DNA Number is only assigned to records where we are 100% confident in a match.

Why DataDNA instead of in-house alternatives?

TransUnion's advanced analytic technology ensures excellent match rates. We provide a host of other data sets including mobile numbers, email addresses and IP addresses, making it easy to use and simple to match. Our true bureau view helps you to track individuals over time — regardless of variations to personal information the DataDNA number stays consistent.



Enable Portfolio or outsource reconciliation exercises that could potentially increase return on investment



Use as a common denominator with agents for effective customer matching, reconciliation and identification



Enable customers to be treated fairly based on their true circumstances

By maintaining visibility of a debtor's payment history, even in instances where they may have moved, DataDNA plays a vital role in the wider collections process.

Our expertise

Our consultants have a strong collections industry background and first-hand experience of the issues faced. We understand your needs, drivers for success and the obstacles you may need to overcome both internally and externally.

We work with major UK lenders, collection agencies and debt purchasers, helping them achieve their business objectives.



A DATADNA NUMBER IS

- ✓ Only assigned when we are 100% confident in a match
- ✓ Applied to nearly 60m UK credit active adults
- ✓ Built using around 600M underlying financial transactions and more than 100M bank account records* from over 700 data suppliers

*Consented and non-consented accounts

LEARN MORE:

Isn't it time you found out how DataDNA can help your business?

Call **+44 (0) 113 868 2600** Visit transunion.co.uk/product/data-dna

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