

CallTrace Batch v6



OVERVIEW

Confidence-led tracing to help you reach the right customer – with evidence you can act on

Fix data gaps that lead to missed customer connections

Outdated or fragmented customer data can lead to mis-trace, wasted effort and missed opportunities to engage customers fairly. As customers' circumstances change, particularly during periods of financial stress, keeping contact data accurate and current becomes increasingly difficult.

CallTrace Batch helps you locate, verify and engage with confidence

Powered by TransUnion data and intelligent matching, it provides corroborated address and contact insights, helping you reach the right customers through the most accurate information available.

With confidence-led match levels, property-level insight and full visibility of all records (including 'No Match' outcomes), you can prioritise engagement, improve recovery outcomes and support fair customer treatment.

BENEFITS



Trace and act with clarity

Move beyond manual tracing with automated, evidence-backed insights that help you effectively locate and engage the right customers



Strengthen customer understanding

Enrich records with property-level insight and behavioural context to better tailor engagement strategies



Support fair, evidence-based engagement

Make better-informed decisions using data that helps validate your approach to regulators and internal stakeholders



Prioritise the right actions

Use trusted match levels and segmentation to focus efforts on opportunities most likely to engage – with prioritisation driven by transparent, evidence-based criteria



Reduce waste, not reach

Eliminate duplicate outreach and act on every record – including previously lost or 'No Match' cases



Improve contact rates

Reach customers using corroborated address and contact data – not assumptions

Locate the right customer with data you can trust – and the confidence to act

CallTrace Batch helps collections and financial services teams trace individuals faster and more accurately. Powered by TransUnion's data and smart address-link logic, it delivers exact and best-match results to support more effective engagement, reduce risk and improve recovery outcomes.

Our extensive data universe, combined with intelligent address-linking logic, enables you to identify where your customers are most likely to live. Exact and best-match responses provide greater confidence you're reaching the right people – while regular or one-off data updates help ensure your records stay current.

Smarter insights. Stronger connections

More context per customer

Property-level insights and segmentation signals help shape more relevant engagement strategies.

Better support for fair engagement

Data designed to help you prioritise, evidence decisions and engage customers appropriately.

More usable outputs per file

Every record is processed, including duplicates and 'No Match' results, providing full visibility and supporting effective reconciliation.

Greater confidence per match

Enhanced match levels and corroborated data sources increase confidence in contact data reliability, promoting more informed customer engagement decisions.

DESIGNED FOR CONFIDENCE-LED ENGAGEMENT ACROSS KEY BUSINESS NEEDS

Debt collection

Recover more – with confidence and control

Locate and engage customers accurately to improve right-party contact rates and support more effective recovery strategies:

- ✓ Act on **high-confidence matches** supported by corroborated data
- ✓ **Prioritise outreach** using segmentation and confidence signals
- ✓ Reduce wasted contacts and improve **cost-per-collection efficiency**
- ✓ Support **fair, evidence-based engagement** aligned to regulatory expectations

Asset reunification

Reconnect customers with assets – accurately and responsibly

Trace individuals to reunite them with dormant or lost assets while supporting regulatory obligations:

- ✓ Identify and locate customers using **verified address intelligence**
- ✓ Act with confidence using **evidence-backed match results**
- ✓ Support efforts to demonstrate **robust tracing and reunification activity**
- ✓ Improve customer outcomes while reducing **dormant liabilities**

Insurance

Strengthen policyholder data for better decisions and outcomes

Maintain accurate, up-to-date views of policyholders to support pricing, risk management and engagement:

- ✓ Verify **who and where policyholders are** with greater certainty
- ✓ Build a **single, more robust customer view** across products
- ✓ Reduce risk of mis-contact and improve **customer retention strategies**
- ✓ Support accurate records that underpin **fair value and customer outcomes**

Customer relationship management (CRM)

Keep customer data accurate – and relationships active

Combat data decay and maintain reliable customer records to support engagement and retention strategies:

- ✓ **Re-establish contact with customers** who have moved or disengaged
- ✓ **Maintain accurate, up-to-date records** across portfolios
- ✓ **Reduce duplication and wasted outreach** across channels
- ✓ **Support compliance** with data accuracy and customer communication expectations

Across every use case, CallTrace Batch helps you move from uncertain data to confident action — supporting better outcomes for your business and customers.

Designed for high-volume, high-expectation environments:

- ✓ Returns both **exact and best-match results**
- ✓ **Supports scalable, repeatable decision-making**
- ✓ **Appends property-level data** where available
- ✓ **Processes all records**, including duplicates and 'No Match' outcomes

Want to learn more?
transunion.co.uk/product/call-trace

