



## CallTrace Batch

Keep track of your customers and your bottom line

# Reduce the risk with better tracking

## Did you know?

- UK households hold £300billion of unsecured debt\*
- A quarter of British adults have no savings\*\*
- There was a 63% increase in the number of households in the private rented sector between 2007 (2.8M) and 2017 (4.5M).\*\*\*
- In the 2017 the average time a tenant spent at a property was 20 months, up from 18 months in 2014.†

We are currently in a period of high levels of unsecured debt and people moving home more regularly. For lenders, utility providers and public services, these conditions could mean that you need a tool that can help you efficiently locate customers who may have absconded, so you can recover what you're owed. The challenge for businesses is that, historically, tracing has been a slow, cumbersome and expensive process;

- Collecting from customers can be difficult with tracing processing periods of up to 30 days
- The cost of successfully tracing an individual using a third-party agent can be high
- Data errors and inaccurate tracing methods lead to duplication, which increases inefficiency and costs
- Tracing can deliver poor ROI – especially if you have to invest in technology and systems.

\*[https://www.pwc.co.uk/press-room/press-releases/uk\\_s-unsecured-debt-mountain-reaches-p300bn-or-p11-000-per-house.html](https://www.pwc.co.uk/press-room/press-releases/uk_s-unsecured-debt-mountain-reaches-p300bn-or-p11-000-per-house.html)

\*\*<https://www.independent.co.uk/news/uk/home-news/british-adults-savings-none-quarter-debt-cost-living-emergencies-survey-results-a8265111.html>

\*\*\*<https://www.ons.gov.uk/economy/inflationandpriceindices/articles/ukprivaterentedsector/2018>

†<https://www.simplybusiness.co.uk/knowledge/articles/2017/08/letting-agents-your-move-reveal-average-buy-to-let-tenancy-length-across-the-uk/>

## CallTrace Batch

CallTrace Batch helps you locate more individuals more efficiently and affordably. It uses address-link logic to identify an individual's true residency, helping you:



Work legally, transparently and in line with the FCA's Treating Customers Fairly guidelines



Avoid mistracing and the cost inefficiencies which go with it



Verify the data you hold is accurate



Develop and implement appropriate customer contact strategies



Increase your chance of recovering outstanding debt.

### What CallTrace Batch brings to your business:

- A breadth of data providing results you can trust
- Both exact and best-match responses
- Detailed contact information
- Better tracing efficiency
- Scalability – so your systems can grow as your Collections requirements grow and future data enhancements move the sector forward.

### And what this means for you:

- **Protected profitability** – increase revenue through precise validation
- **More efficiency** – reduce costs through automation, data-driven decisions and workflows
- **Reduced time to value** – increase profiling by identifying the best areas to resource
- **Improved consistency and accuracy of decisions** – reliable data to help trace customers compliantly. For example, in line with Credit Service Association guidance.

Isn't it time you found out what CallTrace Batch can do for your organisation?

CALL

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