

# CS *Mobile Match* identifies which of your customers' mobile numbers are correct – and which aren't

Using proven technology supplied to Law Enforcement and Intelligence Agencies for 15 years to confirm if your customer lives in the address you have on file

## Validity

Is this phone number valid?



## Location Correlation

Does the device location match your data?



### Background

Given frequent turnover, most UK organisations hold the wrong mobile number for 30% of your customers. That drives up costs for authentication, marketing, and collections. It can also act as a barrier to the migration of customers to lower-cost digital channels.

### Proposed approach

Mobile Match connects to the mobile networks and initially checks if the phone number is active and valid. It then compares mobile location with the recorded address to confirm that the number correlates to the customer.

### Key features of the Mobile Match solution

- Coverage of all UK mobile networks
- Real-time, city-level, location matching
- Reliable mobile network data for device authentication
- 15+ years global mobile network experience

### Benefits

- Correct customer details can deliver outbound call time efficiencies of up to 20%
- Migrating customers to digital channels can reduce customer servicing costs by 90%
- Reducing customer attrition, costing the UK banking industry £500m a year, through enhanced customer contact
- Enhancing customer contact for collections



creativity software

## Our proposition



Unique technology matches mobile device location with recorded customer address



Combines multiple data sources to deliver confidence score for each customer record



Supports compliance for up-coming changes in regulatory environment driven by PSD2 & GDPR



Validated customer mobile records support commercial and operational objectives