



TRUST: THE FUTURE OF BUSINESS

Create ways to reconnect
with lost customers



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INTRODUCTION

Trust is essential, because of the personal nature of how we interact with firms, and because it is a predictor of advocacy and future business.

Long-lasting, trusted relationships will not be created through a series of trust projects. A set of clearly articulated and continually reinforced values and principles, as well as incentives that motivate and reward the right behaviors, is necessary in order to build customer-centric and trust-driven culture.

In this paper we look at how you can reconnect with your lost customers, and how this can be hugely positive for your brand, and brand perception.

One area where there is particular opportunity is through unclaimed assets. Imagine a place where you are able to give your customer money, without prompt. This act could change the paradigm of trust and help you build a reputation of becoming a trusted advisor who genuinely has their best interests at heart.

It is small acts such as these, of which technology and data is available to support and allow you to do, that will help you build better, trusted relationships. This form of customer value, amongst others, will be key to success in the future as markets become more competitive and consumers become more cautious and regain control; actively managing who they purchase from, manage their money with, and more.





THE DORMANT ASSETS SCHEME IS CHANGING...

Since the launch of the Dormant Assets Scheme in 2008, banks and building societies have transferred more than £1.2 billion to the dedicated Reclaim Fund. Around 5% has so far been reunited with customers and £600 million made available for good causes.

Recognising the benefits brought about by the [Dormant Bank and Building Societies Act](#), the government launched an independent Commission on Dormant Assets to explore the feasibility of expanding the scheme.

In its March 2017 report, the Commission recommended the scheme should also cover unclaimed proceeds from a wider range of bank accounts, life insurance and pension products, as well as non-cash assets such as investment funds, shares and bonds.

Financial industry representatives welcomed the move, offering their own Blueprint for Expansion in April 2019. It states that “now is the time for industry to help reunite even more customers with their assets”.

The government is now considering next steps, but it seems clear that an expansion to the scheme will happen.

“Now is the time for industry to help reunite even more customers with their assets.”

[Dormant Assets Scheme, Blueprint for Expansion 2019](#)



[Read the Commission on Dormant Assets here](#)

£600m

Made available for good causes

£1.2bn

Transferred to the Reclaim Fund

£4bn+

in life insurance and pensions are held in Experian's Unclaimed Assets Register

5%

Has been reunited with customers



THE BENEFITS OF FINDING LOST CUSTOMERS

There are many reasons why companies lose contact with their customers. Some move house or change their name and forget to pass on their details. Some buy new financial products and forget about their old ones. Others pass away, leaving funds unclaimed by their next of kin.

But there are ways to find customers and when you do, it can generate clear benefits:

1. MAKING CUSTOMERS HAPPY

On a fundamental level, all companies should want to please their customers – even those who haven't been in touch for a long time.

From the customers' point of view, who doesn't want to be told there's a few hundred (or even thousand) pounds sitting in an account or pension pot they'd completely forgotten about? Customers are only going to thank you for reuniting them with their assets.

The Financial Conduct Authority (FCA) says that organisations can raise their brand value in the eyes of customers who have been tracked down.

2. REBUILDING YOUR RELATIONSHIP

After what may be many years without contact, it's likely that your re-found customers' circumstances will have changed. It's entirely possible they're now much more high value for you when you last interacted with them. This is your chance to rebuild that relationship, provide great service and identify opportunities for them with new products.

11%
of the UK population
move house
every year

There are nearly
250,000
marriages in the UK
every year

3. MEETING REGULATORY REQUIREMENTS

The Dormant Assets Scheme is voluntary and the industry wants to keep it that way. However, no company wants to be seen as not attempting to reunite customers with their money. In fact, the FCA can punish those who fail to make an effort to track their customers effectively.

One of the proposals by the Commission on Dormant Assets is to make companies produce a detailed annual assessment of the assets held that can't be reunited with their owners. If this were adopted, it could throw a spotlight onto those holding an unusually high amount, calling into question their attempts to find lost customers.

If companies fail to do everything possible to find lost customers then it could also force authorities to introduce stringent punishments.

4. PREVENTING FRAUD

With pensions in particular, it could be a long time before customers realise their forgotten assets have been targeted for fraud. Contacting people sooner will help prevent these crimes and demonstrate your commitment to protecting customers.



STRATEGIES AND TECHNOLOGIES FOR FINDING LOST CUSTOMERS

In the quest to find and contact customers, manual tracking and tracing processes are holding many organisations back. With limited time and resources, and typically thousands of lost customers on a company's books, manual approaches are too slow, time-consuming and expensive.

As an additional challenge, many companies lack the quality data and therefore insight needed to identify and reconnect with their lost customers effectively. With only limited information available, organisations can't be 100% sure they're reaching the right customer at the right address.

But there are ways to make the search process far quicker and more efficient.

Practical ways to find and reconnect with lost customers:

1. PUT DATA AT THE HEART OF YOUR SEARCHES

Accurate, relevant data from multiple internal and external sources can help you find and validate a customer's latest available contact details and ensure your communications are targeted. Credit bureau data, for example, can provide an indication of where a customer has moved to and how best to contact them.

† Read the full source materials [here](#)

2. USE PINNING TO CLEAN UP YOUR DATA

Pinning technology uses a sophisticated algorithm and references two billion pieces of data to identify customer record duplications across multiple systems. This allows you to build a more detailed and accurate picture of your customers, giving you a greater chance not only of finding them, but also of being able to offer a more personalised service when you do.

Experian ExPin capability references over 2 billion pieces of data each month, delivering an additional 2-16% uplift in identifying duplicate customer records in comparison to existing data management tools.



Search for customers more than one way

If you don't have an address for a customer, you can search for them using other combinations of data, such as their date of birth, surname, partial postcode and phone number.

For every one million customer records, we typically find over 130,000 incorrect addresses.†





3. USE TRACKING AND TRACING

Tracking services monitor changes to customer contact details in real time, giving you new ways to find them. Tracing cross-references a range of customer and organisational data, making it possible to build a picture of your customers' movements, and identify new addresses and phone numbers with a much higher degree of accuracy than previously possible.

4. USE EXPERIAN'S UNCLAIMED ASSETS REGISTER TO SHARE DATA

By uploading data into the Register you give more customers the chance to find their assets. Membership of the Unclaimed Assets Register also supports compliance as it shows you're attempting to find and stay in contact with customers – even if the information is old or incomplete.

5. USE A PENSIONS DASHBOARD

With £400 million sitting in 'lost' pensions, the Pensions Dashboard project is designed to bring together a person's pension assets in one convenient place, however isn't reliant on the customer knowing what they hold, where the pensions are. Its concept eliminates the pension holder knowing and manually providing information, it instead brings all into a view through analytics that can identify pots. The government, pensions industry and companies like Experian are all working together to make the dashboard concept live imminently. This innovative technology will give you a greater chance of reconnecting with lost customers.



**Learn more about the
pensions dashboard initiative**



Understand your customers' movements

We can help you understand where you are most likely to find a customer, based on where they have recently and frequently been active (such as applying for credit or moving credit accounts to a particular address).



BUILDING BETTER RELATIONSHIPS WITH CUSTOMERS TO PREVENT LOSING THEM

Of course, in an ideal world you wouldn't lose any customers. While that may be impossible, we believe that through better use of data, analysis and technology, you can gain a greater understanding of your customers, improve the service you provide and prevent more people from being lost in the first place.

In an Experian survey, 70% of businesses admitted that they're currently ineffective at delivering an optimised digital experience across all touch points. This shows that businesses aren't aligned to their customers, which results in more customer churn.



Utility company case study:

Reuniting energy customers with more than £400 million in closed account funds

Ofgem reports that there's more than £400 million in unclaimed funds held in closed accounts. £202m from domestic customers and £204m from non-domestic customers. These funds are held across 3.5 million households and more than 300k business accounts.

It's relatively straight forward for direct debit customers to be refunded. You can pay them back into the account the funds were originally debited from. If this isn't a possibility, as there wasn't a direct debit, there are other options that could be used to reunite your customers with their funds. For example, tracing your customers to their known address.

[Read more >](#)

70%

of businesses admitted they are currently ineffective at delivering an optimised digital experience across all touch points.



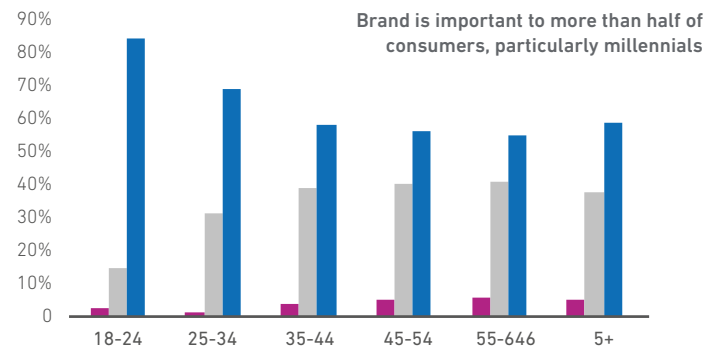
4 PRACTICAL WAYS TO RETAIN CUSTOMERS:



1. BUILD BRAND LOYALTY

Competitors and disruptive new market entrants are connecting to prospective customers in new and compelling ways. To prevent losing customers to rivals, companies have to engage with people more regularly and in a more personalised way.

Loyalty and retention are critical to support ongoing profitability. Understanding how to interact with customers and how they want to be interacted with will enhance your brand. This should be at the forefront of your customer strategy.



■ Don't know ■ Brand name isn't important ■ Brand name is important

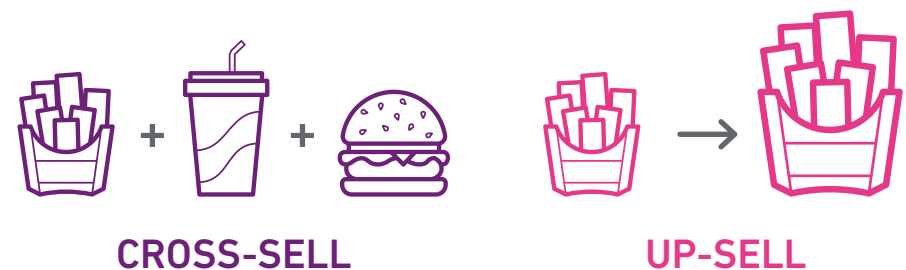
Source: Research conducted for Experian by Consumer Intelligence, October 2016.



2. MAXIMISE OPPORTUNITIES

By maintaining accurate customer records and building a strong customer communication strategy, you can create an effective platform for cross-selling and up-selling initiatives. Based on a wealth of data, from a customer's life stage to their demographics and preferences, you can identify opportunities to offer new or alternative projects that meet their needs and prevent them going elsewhere.

CROSS-SELL vs. UP-SELL





Bring in data
from multiple
sources

3. BRING IN DATA FROM MULTIPLE SOURCES

Data from multiple sources, including credit reference databases, can help you fully understand and meet customers' changing needs. This applies as much to new customers as it does to those who've been with you a long time.

Longstanding customers will have undergone several life changes since you first came into contact with them, and having foresight and regular updates on this can be beneficial for risk and reward.

New customers who are digital natives are also more likely to require frequent updates on the performance of their financial products.

Our approach to data quality



Each data item
undergoes stringent
quality control
checks to identify
any anomalies



Valid data is loaded
into the bureau



Data is matched to
the right consumer
and address using
our sophisticated
matching algorithm



New data is
also derived

Data is
provided to
you, and used
within our
products and
services





Make life
easier for your
customers

4. MAKE LIFE EASIER FOR YOUR CUSTOMERS

By adopting a number of process and technology innovations, you can provide a better customer experience and build loyalty.

These could include everything from pre-populating application forms and supporting online identification, right through to using data to streamline and support decision-making. Whether you're onboarding new customers or communicating with existing ones, you need to offer the smoothest possible journey at every stage of the relationship.

Open Banking, bank
account transaction data;
can prepopulate the
income and expenditure of
an applicant, enabled by
them consenting to
share the data

Valid data sources
can be brought into
an application to auto
populate personal
financial details such as
an address





CONCLUSION:

THE VALUE OF FINDING AND KNOWING YOUR CUSTOMERS

With changes to the Dormant Assets Scheme on the horizon, now's the time for you to act.

By focusing on improved data management and communications, as well as technologies like tracking, tracing and pinning, you can find lost customers and significantly reduce the number of customers who become lost in future.

Tracking down lost customers gives you an opportunity to make them happy, potentially rebuild a valuable relationship and meet regulatory expectations. It also gives enables to understand them on a much deeper level than ever before.

Through better data and technology, you'll gain a single customer view across your company, creating a more detailed picture of consumers. This will enable you to improve your decision-making and offer personalised products and services exactly when they need them.

By building greater trust and loyalty among your customer base, you'll maximise the value of those relationships over the long term, and prevent fewer customers from becoming lost in the first place.



ABOUT THE RESEARCH AND INSIGHT CONTAINED WITHIN THIS REPORT

Research insights

Research contained within this paper, unless sourced otherwise, is an extraction from Experian research commissioned through 2018 and 2019. This includes research with third-parties including Forrester Consulting, as well as consumer research conducted on Experian's behalf through C Space. Additional data insights are derived from data sources such as National Hunter.

- Read from our research commission to Forrester Consulting [here](#)
- To read insight from our Global Data Management trends, [click here](#)
- For a full view of the UK Fraud trends, please read our **annual fraud report** – also see our Global Fraud and Identity report [here](#).

For more information on any specific quotation, **please contact us**.



About Experian

Experian unlocks the power of data to create opportunities for consumers, businesses and society.

At life's big moments – from buying a home or car, to sending a child to college, to growing a business exponentially by connecting it with new customers – we empower consumers and our clients to manage their data with confidence so they can maximize every opportunity.

We gather, analyse and process data in ways others can't. We help individuals take financial control and access financial services, businesses make smarter decision and thrive, lenders lend more responsibly, and organizations prevent identity fraud and crime.

For more than 125 years, we've helped consumers and clients prosper, and economies and communities flourish – and we're not done. Our 17,000 people in 37 countries believe the possibilities for you, and our world, are growing. We're investing in new technologies, talented people and innovation so we can help create a better tomorrow.

Learn more at www.experianplc.com

To find out more about our services, visit our website: www.experian.co.uk/business

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