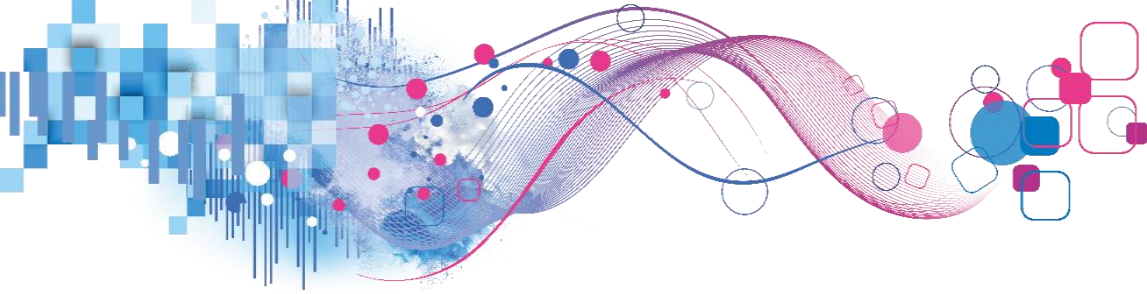


Benefit of Being a CAIS member

As an active CAIS member, you gain access to a wide range of new services and products designed to help you achieve the highest standards in data quality, management information (MI), and customer service.



Additional Data Services

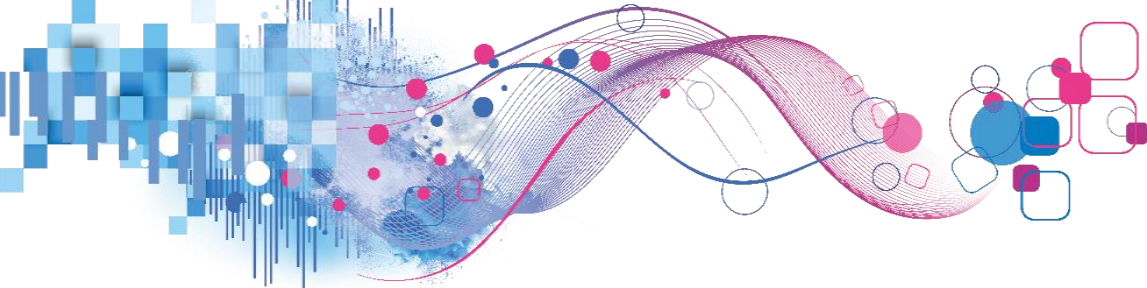
In addition to loading your input data Experian offers a number of services to help keep your data current:

- Flagging of deceased records using Experian proprietary data and 3rd party files
- Determining whether the person still lives at their input address
- If they no longer live at the input address, can Experian provide a new address for them
- Identification of customers holding more than one account within an individual CAIS portfolio, using the ExPin consumer match key
- Identification of customers holding multiple accounts across CAIS portfolios (where you provide more than one portfolio to Experian)

Experian (with your permission) can run additional processes on CAIS data and create a report detailing improvements that can be made to your customer data to maintain its currency

Whilst there is no fee for generating the report, where improvements are made to the data a fee is charged. The fee will depend on the improvements made





Example: ExPin in action

- ExPin uses reference data to identify hidden duplicates within customer databases and has the ability to fuzzy match incomplete / mis-spelt data.
- The example illustrates how all input information is related to the same person – using address links – and the ability to standardise name and d.o.b information using Experian “best” information.
- The “total DINS” provides a count of how much information we have from which the best information is based on.
- ExPin can be used to complement your own match key to improve your customer insight / drive better customer management
- ExPin can also be delivered in real-time via an API to stop new records for existing customers being added

N.B. These examples are based on real data but have been anonymised

Input data from client							Experian appended information					
Forename	Surname	Address 1	Address 2	Address 3	Postcode	D.O.B	ExPIN	LIN	Best Forename	Best Surname	Best DOB	Total DINS
GEORGE	WEST	38	WOOD END CLOSE	HALIFAX	HX3 0JU	19-Jun-73	716705611	8716407	GEORGE	WEST	19-Jun-73	46
GEORGE	WEST	9	BRECK WILLOWS	SOWERBY BRIDGE	HX6 1EH	19-Jun-73	716705611	8786454	GEORGE	WEST	19-Jun-73	46
GEORGE	WEST	FIELD BARN	TRIANGLE	SOWERBY BRIDGE	HX6 1NU	19-Jun-73	716705611	8787240	GEORGE	WEST	19-Jun-73	46
GEORGE	WEST	19	BACK LANE	RIPPONDEN	HX6 4DU	19-Jun-73	716705611	8790822	GEORGE	WEST	19-Jun-73	46
GEORGE	WEST	6	STEPPING STONES	SOWERBY BRIDGE	HX6 4FB	19-Jun-73	716705611	8791059	GEORGE	WEST	19-Jun-73	46
GEORGE	WEST	2	LAVEROCK LANE	BRIGHOUSE	HD6 2NJ	29-Jun-73	716705611	9342026	GEORGE	WEST	19-Jun-73	46
GEORGE	WEST	3	RYESTONE DRIVE	RIPPONDEN	HX6 4JW	19-Jun-73	716705611	23527420	GEORGE	WEST	19-Jun-73	46
G	WEST	15	EGREMONT STREET	SOWERBY BRIDGE	HX6 1EB	09-Jun-73	716705611	32465818	GEORGE	WEST	19-Jun-73	46
GEORGE	WEST	1	SAND GREEN	LUDDENDENFOOT	HX2 6LE	19-Jun-73	716705611	32822506	GEORGE	WEST	19-Jun-73	46
GEORGE	WEST	7	PLANE TREE LANE	HALIFAX	HX2 7PL	19-Jun-73	716705611	32827718	GEORGE	WEST	19-Jun-73	46
GEORGE	WETS	13	EGREMONT STREET	SOWERBY BRIDGE	HX6 1EB	19-Jun-73	716705611	34045971	GEORGE	WEST	19-Jun-73	46

