Equifax Ignite

Improve customer management with a single view of the customer

The single customer view has applications across a variety of stages of the customer lifecycle, from marketing to customer management and collections.

CHALLENGE

For companies that experience rapid growth, either organically or through acquisition, a key challenge they face is how to link disparate datasets to maintain the customer experience and exploit sales opportunities.

SOLUTION

Combining data from disparate datasets within the Ignite Direct platform, and using Equifax keying and linking technology, companies can make sense of all of their customer data and create a single customer view. This can form the basis of new marketing campaigns or strategies to improve the customer experience, as comprehensive data views enable personal and accurate customer insights.

WHO IT HELPS AND HOW

Cleansed, standardised and accurate data helps various stakeholders and functions within a business. Access to a "single source of truth" leads to better integration across all customer touchpoints, it improves the understanding of – and therefore offers to – customers, and a synchronisation of different departments as they deal with customers at various stages of their journey.

The potential outcome:

- View every aspect of the relationship with a customer and therefore better manage customers across the whole organisation
- An improved customer experience
- Meet regulatory requirements around privacy and data handling
- Make savings through efficiency
- Maintain operational continuity