



ASSET SHEET

TruContact Customer Contact Intelligence

Improve right-party contact rates and enhance customer engagement through comprehensive identity and predictive insights.

Consumers want to transact in the digital world with confidence. That trust begins with TruContact Customer Contact Intelligence. Confirm consumer identity and discern good users from fraudsters. Support communication strategies that customers want, while ensuring regulatory compliance.

Increase customer engagement and trust

Understand communication behavior to increase the likelihood your customers trust and answer communications.

Keep up with consumer contact changes

Ensure contact records are complete and accurate to improve the chances of reaching consumers.

Ensure calls get through

Protect consumers from robocalls and call spoofing, and get more calls answered.

VERIFIED IDENTITY IS REBUILDING PUBLIC TRUST

Sweeping global regulations and TruContact Customer Contact Intelligence solutions provide welcome relief for consumers around the world who had lost trust in the phone after years of worsening nuisance calls. While irritating, the true impact of these calls is much more sinister; they are gateways for criminals to dupe consumers out of sensitive data and money. Rebuilding consumer trust starts with accurate CRM data, phone behavior intelligence and insights and the verification of the identity of consumers and legitimate callers.

Every Consumer is Unique



Build stronger customer relationships through positive communication experiences

Precise identity verification enables businesses to provide great consumer experiences without hesitation. Understanding and acting on each consumer's unique communication behavior can increase the likelihood that he or she will trust and answer communications.

- Improve right-party contact rates (RPC) +25%
- Quickly and efficiently verify consumer identity, despite 35 million people changing their phone number every year in the U.S.
- Join thousands of other businesses in confidently using email contact strategies

TRUCONTACT CUSTOMER CONTACT INTELLIGENCE PRODUCTS

Phone Behavior Intelligence: Increase contact rates by knowing whom to contact, best number, day and time to call.

Dialer Intelligence: Operationalize contact strategy decisions by automating integration into your dialing platform.

Email Behavior Intelligence: Get actionable insights on email verification, deliverability, engagement, and email type.

Skip Trace Intelligence: Improve right-party contact rates by leveraging higher-quality data as an alternative to skip trace data.

Compliance Risk: Reduce compliance risk while prioritizing the right telephone numbers for a given consumer.

Make Every Call, Text, and Email Count with Customer Contact Intelligence.

transunion.com/trucontact

