

CASE STUDY

TruLookup Right-Party Contact Solutions Improve Contact Rates



22%

TruLookup Right-Party Contact Solutions
improve contact rates by 22%.

SCENARIO

An international top 20 bank needed to improve its account contact success rates. Because it was using limited, unreliable and outdated data, accuracy was only 60%–70%, leaving thousands of dollars on the table with no way to reach delinquent accounts.

STRATEGY

The bank sent more than 25,000 records using TruLookup™ batch processing — rather than individually inputting subjects — and we quickly returned an appended file with TruLookup Right-Party Contact (RPC) data.

Using billions of unique name and address combinations the bank received a file rank-ordered by the top three addresses for each past-due account. TruLookup compared the bank's existing data with RPC data. RPC data was proven to improve lift rates. As a result, the organization would have been more likely to reach the right party the first time by:

- Removing duplicates
- Updating contact information
- Submitting and receiving appended records via bulk processing
- Automatically monitoring data for changes
- Sending alerts when contact information is updated

RESULTS

The proof of concept showed TruLookup RPC data achieved double-digit performance, including:

- A 22% lift in contact rates
- Nearly 20% of those accounts paid their debt

The company was effectively able to reach the right party the first time.