CASE STUDY

Sagacity
Part of Accenture Song

Customer Communications Efficiency

Client
Merchant Bank

Data Cleanse

Client Situation & Impact

The Co-operative Bank are a high street and internet banking service provider who pride themselves on their customer service and customer satisfaction levels.

They needed to reconnect with customers they had lost contact with to ensure they were delivering and maintaining the highest levels of anti-fraud and security measures.

Data Cleanse

Enrichment

Key Data Attributes

How Did Sagacity Help?

We were able to provide a meticulous and stringent cleaning service, filtering Co-operative's data through our market-leading bereavement, goneaway and relocation suites on a monthly basis to offer complete and comprehensive data assurance.

Outcome & Business Benefits

Re-connecting with relocated customers

By ensuring that their customer data was as accurate and up to date as possible, The Co-operative Bank were able to re-connect with relocated customers, allowing them to continue to deliver excellent customer service, important account updates and counter against potential fraud risks.

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