experian™

Reverse Phone Append

Identify customers with only their phone number

A seamless customer experience gives organizations the edge they need in a competitive market. But, they need to know who their customers are first to best acquire and retain loyal customers. With the increasing shift to self-data governance, organizations are looking for a complete and correct view of each individual customer. Enter: Experian's Reverse Phone Append.

Experian's Reverse Phone Append uses a consumer phone number to generate a contact's name and address, enabling a single customer view through automation and custom workflows, without the data architecture.

When an organization can efficiently identify their consumers—who they are and how to reach them—processes are streamlined to nurture and grow a customer base. Reverse Phone Append can help.

Benefits of Reverse Phone Append

Nurture and grow your customer base
Using Reverse Phone Append can help fill in the missing pieces of your customer data to help you create an accurate and comprehensive single customer view. Having a more complete view of customers can help support a more personalized customer experience to help nurture and grow your customer base. Improve staff productivity and reduce time required to manage each consumer.

Increase application pull-through rates and streamline UX
When a customer service or sales representative works with clients on a support call, spending time trying to find the customer's name and address slows down the process. This can hurt the customer experience and potentially jeopardize the customer's relationship with the brand. Reverse Phone Append allows employees to get the customer's name and address by simply entering their phone number. This helps move them through the process faster and allows them to focus on the purpose of the call.
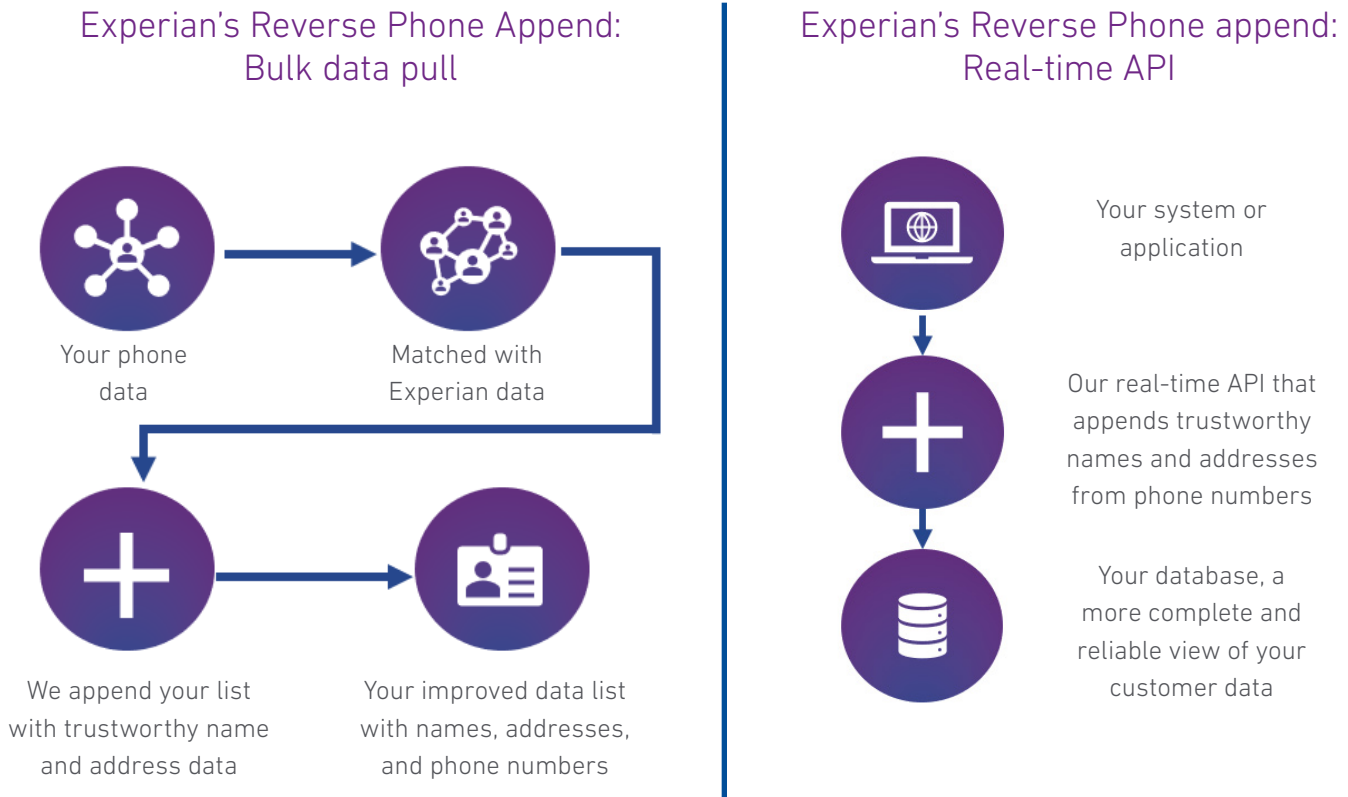
Improve the customer's online experience
While compliance and security concerns should be kept top of mind, using Reverse Phone Append in customer-facing applications (e.g. a website or online application), can streamline the workflow, improve the user experience and help improve application completion ('pull-through') rates. One of the benefits of using Experian's Reverse Phone Append API is that the data is more authoritative than cookies.

Improve data quality
During the application process there is always a risk that contact information will be entered incorrectly, either by a customer or by an employee. Using Reverse Phone Append can help confirm accurate contact information at the point of data entry. This can prevent downstream data quality issues, saving time and resources.

How Experian's Reverse Phone Append works

By leveraging best-in-class phone data, customers have seen append match rates between 50 percent and 80 percent. With higher match rates, clients are able to identify and connect with consumers more effectively, allowing them to create a more personalized consumer experience.

Experian's Reverse Phone Append: Bulk data pull

Your phone data → Matched with Experian data

We append your list with trustworthy name and address data → Your improved data list with names, addresses, and phone numbers

Experian's Reverse Phone append: Real-time API

Your system or application

Our real-time API that appends trustworthy names and addresses from phone numbers

Your database, a more complete and reliable view of your customer data

Do you have a phone list and want to know who your customers are at a deeper level? Experian can help.

Contact us today