

## Cleanse Your Phone Data of Wrong Numbers

Stop losing time by calling  
old or disconnected phones.



### Make the right call

Each year, approximately 35 million phone numbers in the U.S. are disconnected and then reassigned to a new subscriber.<sup>1</sup> If contactability is critical to your business, you need accurate phone data. Incorrect or outdated numbers wreak havoc on efficiency.

Your representatives lose time calling wrong numbers and searching for correct numbers. Flawed data in your phone contact information can come from a myriad of sources including data entry errors, outdated and duplicate records, recycled numbers or incorrectly sourced information. Regardless of origin, cleansing your data is a necessity. When your data is free of errors, your processes flow smoothly. If you can't remember the last time you purged outdated numbers from your records, it's been too long.



## Automate data cleansing

LexisNexis® Phone Confidence Indicator can cleanse the phone data you already have on file using a simple scoring system. It's a batch product that completely automates the process.

Here's how it works: You provide a file containing records with PII (name, address) and phone number(s). We evaluate the file and determine the strength of association between the phone number and the specified individual. We give it a score from 0 (no association) to 5 (strong association). You then use this information to update your contact records according to your own risk tolerances and internal preferences.

### Integrate Phone Confidence Indicator into a 4-step data hygiene routine:

- 1 Identify consumers who will be contacted.**
- 2 Send consumer file to LexisNexis® Risk Solutions for processing.**
- 3 Retrieve the processed batched file with scores.**
- 4 Remove or reprioritize contact phone numbers based on those scores.**



## Speed your workflow

Collection agencies and other organizations that rely on accurate contact data will experience an increased ROI using Phone Confidence Indicator. It complements other data hygiene tools and augments the use of products like Phone Finder by cleansing the data before searching for new phone numbers.

### Phone Confidence Indicator is the ideal solution to:

- **Assess the quality of your phone numbers on file**
- **Reduce time-consuming manual methods to clear bad numbers**
- **Minimize costs incurred from calling/texting the wrong person**
- **Improve productivity by prioritizing phone numbers with the highest scores**
- **Reduce the risk of compliance infractions**

<sup>1</sup> <https://www.jonesday.com/en/insights/2019/01/fcc-establishes-reassigned-phone-number-database#>



For more information, call 866.528.0780 or visit [risk.lexisnexis.com/collections-and-recovery](http://risk.lexisnexis.com/collections-and-recovery)

### About LexisNexis® Risk Solutions

LexisNexis Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit [www.risk.lexisnexis.com](http://www.risk.lexisnexis.com) and [www.relx.com](http://www.relx.com).

Our receivables management solutions assist debt recovery professionals with increasing workflow efficiencies, gaining greater insight into debt portfolios, collecting more in less time and achieving greater profitability.

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