



# CIFocus

## ARE YOU PAYING A PRICE FOR BAD DATA?

Inaccurate customer data can cost 25% of your institution's annual revenues and increase fraud risk

Bridge the gap between your data, and your customers with CIFocus, an automated data cleansing platform that helps banks and credit unions:



Improve data quality & overall productivity



Enhanced client relationship management



Avoid bad decisions based on inaccurate data



Improve irrelevant or poorly formatted data



Accurately streamline customer communication



Ensure regulatory compliance



(205)-533-6425 | [www.4redi.com](http://www.4redi.com)

1500 1st Ave. North, Suite B111, Birmingham, AL 35213

## Take the work out of data cleaning



**PHONE CIFocus** differentiates mobile from landlines, allowing institutions to determine whether customers are best reached by voice or text.

**EMAIL CIFocus** ensures the deliverability of important email communications.



**ALERT CIFocus** places a CIF Alert Message on inaccurate data, empowering bank and credit union representatives to correct records in the course of regular customer interaction.

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