

Pre-mover Triggers



Identify customers at risk of mover attrition

Research shows that as many as 65% of consumers are likely to switch supplier during a home move. With around 6.9 million people moving every year organisations face a significant mover attrition challenge. It's vital they engage and retain customers at this important time. But many are simply unaware their customer is considering a move. The result is that goneaways increase, attrition rates rise, and acquisition costs soar as new customers are recruited to replace the loss.

What is Pre-mover?

Pre-mover provides advance-notice of customers moving home. This foresight is extremely valuable when used to implement retention campaigns to reduce mover attrition.

It's more effective, and less expensive to retain an existing customer than to acquire a new one. And with the implementation of GDPR acquisition costs are set to rise, so there's never been a more important time to retain valuable customers.

Flag customers on the move

Pre-mover contains 95% of all moves in the UK. Data is held at **address level only** & contains properties listed for sale and rent that, when matched to your database, enable you to flag customers that are planning to move. Homeowner pre-movers are typically identified around 12 – 16 weeks prior to

their move date and renters 6 – 8 weeks, providing you with the perfect window of opportunity to implement retention campaigns and combat competitive strategies.

Key Facts

- The fastest, and most accurate source of Pre-mover retention data on the market
- Fully verified information of properties listed for sale & rental
- Data you can trust; Pre-mover is highly accurate and only available for use in retention and cross-sell activities to existing customers
- Fast weekly data feed
- Flags can be hosted and applied in-house with no outsourcing of customer data required

Why keeping track of customers matters?

Lose track of your customers when they move home and you may lose the ability to reach and engage them altogether. Relying on a process where customers inform organisations of a move is flawed; many customers notify their change of address several months' post move and some forget to notify altogether.

Using services to reconnect customers who have moved can be costly and there is no guarantee that you will be able to match and find the new address for all customers that have goneaway.

Those that can be traced will be identified very close to or directly after their move date, by which time the customer may have already made their decision to change supplier.

Pre-mover for Financial Services

Losing track of customers can have a significant business impact for Financial Services organisations, who have a duty to proactively engage customers keeping them informed of important financial information e.g. mandatory communications, closed book policy updates, end of term communications etc.to name but a few.

FCA regulations require that members have robust strategies for keeping track of customers and preventing goneaways.

Pre-mover can help Financial Services companies implement proactive mover attrition strategies and minimise the likelihood of losing track of valuable customers.

The benefits

- Advance-notice of movers means retention strategies can be implemented before a customer defects
- Reduce goneaways and keep track of valuable customers
- Reduce mover attrition and minimise acquisition costs
- Comply with GDPR and FCA regulations
- Understand customer needs and cross-sell key products and services
- Weekly data feed provides maximum window of opportunity to engage your customers before they move

Contact us to find out more

To find out more about how Pre-mover can prevent mover attrition for your business call us on **0370 334 1510**

Pre-mover is one of a range of suppression services provided by The Ark – the data quality specialists, helping you protect your organisation's most valuable asset; your customer data.