

# Case Study

UK high street and internet bank



## Challenge

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.



## Solution

REaD Group 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.



## Outcomes


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

# The **co-operative** bank

Want to know more?  
**CONTACT US TODAY**

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