

Tracesmart Continues Series of Benefits for ICM members



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Press Release Summary: Tracesmart offers ICM members further benefits and service discounts

Press Release Body: Tracesmart, leading providers of people tracing, data cleansing and [anti-money laundering](#) services, are offering the second of three benefits to members of the ICM (Institute of Credit Management). Highlighted in August's issue of Credit Management, the 'Cleanse' benefit follows on from June's 'Trace' benefit which was also promoted in the ICM magazine. The offer aims to provide added value to ICM membership and raise the profile of Tracesmart's services within the credit industry.

[Data cleansing](#) is an essential part of the data management process and it can be particularly useful for many in the credit industry, as Chris Rothwell, Sales Manager at Tracesmart notes, "Maintaining personal data held is crucial as it gives a much clearer picture of each and every customer. From the basics of simply having the right contact details for a customer, to sophisticated segmentation which allows you to



group clients into various consumer types, each stage of the data cleansing process ensures that you can really understand your customer. This is imperative for all companies in the credit industry whether they be debt collectors or lenders; the better you know your customer, the better you can manage and service them."

The Cleanse benefit offers ICM members the opportunity to have their database audited for free, which will then provide a summary report for their evaluation. This will give the member a clearer understanding of their database and highlight any possible issues. If they then wish to commence with a full data cleanse, they will receive a 15% discount on their first order.

Mike Trezise, Managing Director at Tracesmart, explains how he believes this type of partnership is beneficial to all parties involved, "Working with a professional body such as the ICM and offering such benefits is advantageous for all concerned. ICM members are able to sample our services at a discounted rate, the ICM demonstrates that it is continually working to add value to membership and we get the opportunity to showcase our services to the industry as a whole. Whilst our data cleansing and [data enrichment](#) services are already used in the credit industry, we welcome the opportunity to demonstrate our services to a wider audience."

The company's data cleansing services are already utilised across a wide variety of industries from debt collectors who want to optimise their [debtor tracing](#) activities, to financial institutions conducting [asset reunification](#) projects.



The concluding offer in the series will be detailed in a future issue of Credit Management magazine.

Notes to Editors: Tracesmart Corporate are market leaders in consumer tracing, data cleansing, identity verification and B2C marketing solutions. Their extensive client portfolio ranges from SME to blue-chip, who are all recipients of bespoke solutions built around their specific needs. www.tracesmartcorporate.co.uk

- The Institute of Credit Management (ICM) is a centre of expertise for all matters relating to credit management offering a wide range of services to today's credit professional. www.icm.org.uk Credit Management is the monthly journal of the ICM and includes full coverage of consumer and trade credit, export and company news, as well as in-depth features.
- Michael Trezise is the founder and Managing Director of Tracesmart. With over 25 years of tracing experience, his unrivalled knowledge provides the company with a distinct competitive advantage.
- Chris Rothwell previously worked in both the financial markets and tracing industry - experience that ensures Chris is well placed to head up Tracesmart's corporate sales team.

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