

FIRST PERFORMANCE



MERCHANT DATA CLEANSING

Intelligently Cleanse Transaction Details into Cardholder-Friendly and Actionable Data.

CHALLENGE

Inaccurate and Missing Merchant Data

Do your cardholder's receive billing statements that are difficult to understand? That happens due to the abbreviated messaging a merchant supplies to card issuers during the card authorization process.

SOLUTION

Data Cleansing

Technology enables the cleansing of merchant data using artificial intelligence and crowdsourcing, that overtime recognizes the merchants and cleanses the information to include the full name, address, and email for more accurate data.

BENEFITS

- Provide rich detailed statements to cardholders
- Increase digital engagement, user experience, and customer satisfaction
- Reduce call center costs, chargebacks and fraud
- Target cardholders with real-time alerts
- Smarter analytics and rewards

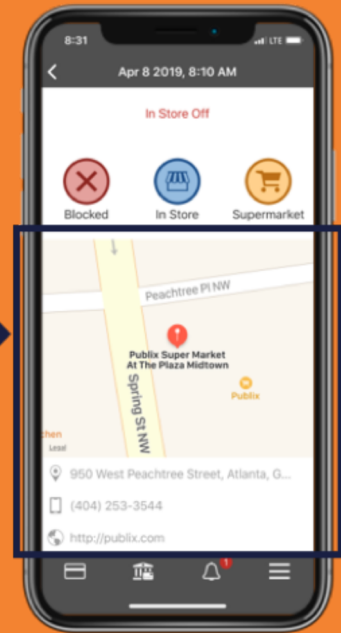
HOW IT WORKS

- Card issuers receive a transaction for authorization with abbreviated merchant data messaging.
- The platform cleanses the merchant data providing accurate and detailed information that can be filtered into the issuer's billing, fraud, and other payment systems.

Before



After



For more information, contact First Performance:
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