

FIRST PERFORMANCE

Merchant Data Cleansing

Intelligently Cleansing 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, UX and customer satisfaction



Reduce call center costs, chargebacks and fraud

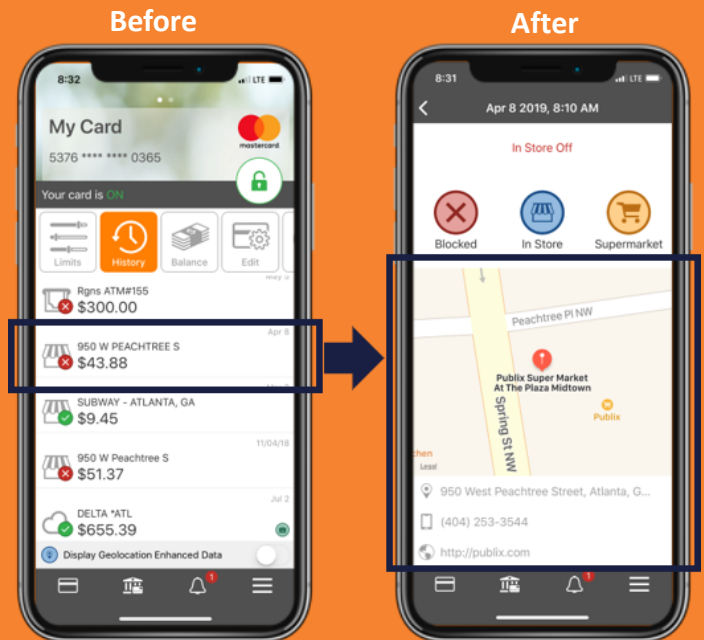


Target cardholders with real-time alerts. Smarter analytics and rewards



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.



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