



Validata

Cleansing and enhancing Example's CRM contact data and finding the right UK financial services firms to deal with.



Autus
Data Services



Introduction

The FCA Directory went live in December 2020 and provides an additional source of data to the long standing FCA Register. There are now **74,796 FCA registered Firms and 225,018 unique Registered Individuals**. Keeping up with changes in UK financial services contact data is a **full-time job**. In **2023** alone, the following changes happened:



9,108 individuals moved firm



20,148 people became FCA authorised for the first time



29,261 Registered Individuals became de-authorised



5,980 Firms joined the full FCA Register, while 13,941 left it

The Autus Data Services business model is designed to help companies that deal with FCA registered Firms, **keep up with all these changes effectively and efficiently**. The Validata proposition has been developed specifically to help keep the contact data records of your FCA Registered Firms and Individuals **accurate**. This enables you to **maximise your distribution effectiveness**. Furthermore, having up to date contact records is extremely important for compliance purposes.



This report analyses the CRM input file you kindly provided. It **identifies where improvements can be made** to enhance and extend Example's distribution reach.

Using Validata you can **rapidly fix the inaccuracies in your CRM** or marketing systems. Regular ongoing refreshes mean Example can be confident that it will remain accurate going forwards. With outsourced CRM contact data management sales, marketing and administration personnel can focus on their core responsibilities.



How Validata works

The Validata product from Autus does what the name suggests and more. It **validates, corrects, gap fills and enhances** the CRM contact data sent to us. This is achieved by applying a series of unique matching algorithms and comparing the Example data file to our augmented FCA Register database.

Validata has more information than just the FCA Register data. There are new insights from other data sources such as **Companies House** to identify business owners and their shareholding and **Corporate Telephone Preference Service (CTPS)** data to enable compliance with the regulations for CTPS in terms of unsolicited marketing calls.



We process Example's data using our **unique matching algorithms** to compare each row with our data and identify areas for improvement. Inevitably some records did not find a match.

For example, certain of your suppliers and other non-FCA Registered Firms and individuals are often included on CRM systems. Match results are shown on the next page.

The detailed output files we produce **identify improvements that could be made**, such as:

- Show Example which people have **moved Firm** and then **supply new contact details** for their new company so that you can stay in touch
- Highlight contacts that are **no longer authorised** by the FCA, which has **clear compliance benefits**
- Shows Firms that have **"phoenixed"** so that you can track and trace them. This helps with updating your CRM at Account level.
- Identify **duplicate** records and which contact they are a duplicate of. We then provide a **recommendation of which records to retain**.
- **Gap fill** existing records with missing information to improve data quality
- Add **new Firms** and **new contacts** in Example's target market to **help increase distribution reach**. Plus, **new contacts at existing Firms** for cross selling opportunities.



Summary

You provided 95,644 records from your system.

The high-level results of the analysis are below:

Matching confidence levels	High	Medium	Low	Total
Insufficient input information				25
Matched total (subset in 5 rows below)	73,195	966	1,069	75,230
➤ Different	8,324	406	449	9,179
➤ Duplicate Records	5,919	198	320	6,437
➤ Moved Firm	10,689	170	99	10,958
➤ No longer authorised	18,958	178	201	19,337
➤ Verified	29,305	14		29,319
Non-Registered Individual at NLA Firm	1,823	28	5	1,856
Firm FCA Registered, Individual is not	18,101	126	4	18,231
Unmatched				392
Grand total	93,119	1,120	1,078	95,644

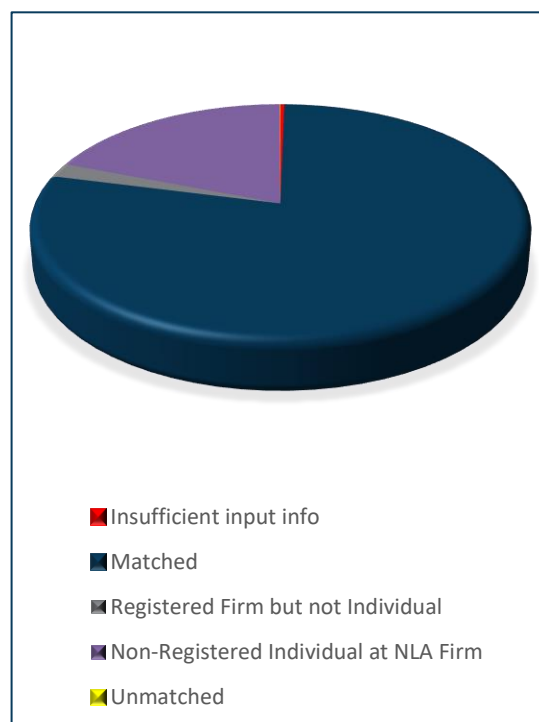
0.03% of the file had insufficient information to be able to match. Improving the data in these records (e.g. ensuring they all have a first and last name, company name and postcode) will improve the match rate next time.

65.5% of records were matched with high confidence, 1% with medium confidence and 1.1% with low confidence. This gives an overall match rate of 78.7%.

1.9% of records were non- Registered Individuals at Firms who are No Longer Authorised (NLA) on the FCA Register

19.1% of records were individuals where the company is on the FCA Register but that individual is not. For example, they may work in marketing, middle management, or other non-regulated activities.

A residual 0.3% of the file was unmatched for other reasons. For example, the records are of overseas Firms, or suppliers that are not on the FCA Register etc.



Looking now at the matched records only:

12.2% have differences in key information

For example, significant differences in the Individual's first name, surname, Individual Reference Number (IRN), the company name or their Firm Reference Number.

8.6% of records are duplicates

The output file we will supply identifies each of the duplicate records and which record they are a duplicate of. This means Example can merge records or delete them as it sees fit.

14.6% have moved Firm

The Autus Data Services output file shows you where each Registered Individual has moved to, so Example can update the CRM appropriately. This might mean moving the existing record or de-activating the old one and creating a new one.

25.7% are no longer FCA authorised

You may want to 'retire' the Firm and/or Registered Individual in the CRM system.

39% of records were verified when compared to the key information

The Individuals' first name, surname, IRN, company name and FRN were all consistent with, or very similar to, the FCA Register data.



Specific examples show how we would improve your data:

- Steve Woodbridge (0030Y00001abTlqQAE) left **Cooper Associates Limited in January 2022** and is no longer authorised
- Chris (Christopher) Mason (0030Y00001cXEdWQAW) left Mortgage Excellence Limited in **December 2020** and is no longer authorised
- Carolyn Matravers (0030Y00001PPdk2QAD) left **Old Mill Financial Planning LLP in September 2022** and is no longer authorised
- Jonathan Arthur (0030Y00001PPlIHQAT) left **Rowan Dartington & Co Ltd in November 2016** and is now at **Charles Stanley & Co Ltd**
- **Sophie Burke-Murphy (0030Y00001PPvaBQAT) left Ruffer LLP in September 2021** and has been at Featherstone Partners Limited since May 2022
- (James) Christopher Bower (0031i00000vEel4AAK) left **Openwork in November 2022** and is now at **Trussle Lab Ltd**
- **Giampaolo Roberts is duplicated**, once at Servini Financial Planning Ltd and also at HRW Financial Consultants Ltd which he left in July 2019
- Andrew Mallett is duplicated, once at **Lloyd Financial Management Ltd which he left after December 2021** and also at I-Property Finance Limited where he is now
- **Charles Mardon is in the system at Deal Assured Ltd which he left in October 2021** and also at Sovereign Money Matters Ltd and Sovereign Wealth LLP
- **Antony** Grist should be Anthony, **Phillip** Hawkins should be Philip, **Paull** Hazell should be Paul, **Vicenzo** Spano should be Vincenzo, and many more
- We can **add an email address for nearly 12,000 people**
- **Over 500 firms have phoenixed** including Pace Financial Management, Chase Buckingham (Wimborne) Ltd and Stewart Financial Management Ltd
- MatthewsIFA Ltd, The Howorth Partnership, Poalim Asset Management (UK) Limited and **nearly 4,000 more firms are no longer authorised**



Tailoring the Example data upload

Autus supply **112 characteristics for Example to choose from**, including:

- **Market segmentation of Firms is included.** For example, some of the categories listed are Wealth Managers, Holistic Financial Planners, Stockbrokers and Discretionary Fund Managers to help Example **contact the right target audience**
- Information about a Firm's FCA regulatory permissions to help ensure that Example is **selling to appropriately authorised Firms**. For example, Investment Portfolio Management, Advising Pension Transfers (Retail), Handle Client Money etc.
- Size of Firm based on number of Registered Individuals, to enable Example to **target the best opportunities**



- Whether the Firm is Directly Authorised or an Appointed Representative we will **tailor the output file data**. This might mean the inclusion or exclusion of individual networks where you may or may not have panel position.
 - **Firm legal status** e.g., Limited Company, Registered as Overseas Company, Sole Traders (who are treated as individuals not corporates for GDPR purposes) etc.,
- **Understand who does what** at a Firm and provide contact details. Are they a Director, Compliance Officer, or both? If client facing, what authorisation do they have? Such as, recommending retail investments, managing investments or pension transfers.
 - The Registered Individual's years in the industry, time at their current Firm and previous employment to help **gauge their levels of experience and background**

Expanding your distribution reach:

In addition to cleaning Example's existing data, we can provide a **significant number of new contact opportunities** both within Firms you have an existing relationship with and in Firms within your 'relevant universe' that you do not currently know.

We have included Firms who have permissions to advise or arrange protection

For the purposes of this audit, we have included all Job Roles for relevant Directly Authorised and Appointed Representative Firms. The actual output file you receive can be **tailored to your precise requirements** which we will agree with you in advance.

- We can add a further 47,439 contacts at 3,315 firms currently on your system
- And a further 21,659 contacts at 2,989 Firms that are not currently on your CRM system but are within your specified relevant universe
- That's a total of 69,098 additional contacts, of which 50,721 have an email address.

These additional new contacts are shown in the table below for the largest segments:

Market segment	Firms	Individuals	Emails
Banking - Retail & Investment	26	18623	12377
Holistic Financial Planner	1311	8119	6259
Banking - Investment (only)	6	7706	6249
Investment/Capital Management	144	5603	4261
Banking - Retail (only)	24	5581	4827
AR of Holistic Financial Planner	2747	4753	2670
Life/Pension/Annuity Provider	96	4682	3898
Wealth/Investment Advisor	903	3469	2620
Wealth Manager	181	3149	2867
Mortgage Event Advisor	14	1814	870
Building Society	27	1746	1537
DFM/Stockbroker	35	1458	1329

This data would **increase your distribution reach** by over 70%. Alternatively, we can work with you to select a more specific universe of people relevant to your target market.

A skilled and experienced team from Autus Data Services



Geoff Greensmith

Managing Director, Distribution

☎ 07342 237496

✉ geoff.greensmith@AutusDataServices.co.uk



Andy Marson

Managing Director, Operations

☎ 07577 246906

✉ andy.marson@AutusDataServices.co.uk

www.AutusDataServices.co.uk

Autus Data Services provides augmented Financial Conduct Authority (FCA) Register data to companies that sell products and services to Firms in the regulated UK Financial Services Market.

Currently there are over 74,000 active Firms on the FCA Register, with more than 225,000 Registered Individuals. An awful lot of work is needed to find the right people in your target market. This is where we will be able **help your business** by cleansing and enhancing your intermediary contact data.

Whether you need CRM intermediary **contact data improvement and maintenance**, targeted sales and marketing campaigns, data insight for sales team restructures, risk management, or have a host of other business challenges or opportunities, Autus Data Services will help you to **optimise your distribution capability**.

Abraham Lincoln, former U.S. President wisely said, “Give me six hours to chop down a tree and I will spend the first four sharpening the axe.” To maximise your chances of success, we believe it is hugely important to invest time now “sharpening the axe” to have an accurate contact database.



What people are saying about Autus Data Services

“Panacea Adviser has been working with Autus Data Services since 2018. In that time, we have developed a great partnership with Geoff and Andy - their attention to detail and the service they provide is second to none. The data they can provide has enhanced our own proposition significantly and they should be a must-use for all distributors within the intermediary market.”

Derek Bradley – Chief Executive at Panacea

“We have worked in partnership with Autus for several years; using their services to assist in cleansing and enhancing our CRM system.

They deliver a great solution and real market insights around FCA registrations. I would highly recommend them.”

Craig Walton – Chief Executive at Asset TV

This document is strictly private, confidential, and personal to its recipients and should not be copied, distributed, or reproduced in whole or in part, nor passed to any third party