# Contactability solution

Retrieve and **verify customer phone numbers** in seconds

With a 40% rise in SIM swap fraud in South Africa, businesses often struggle to maintain accurate customer contact details. Gathr's Contactability solution ensures real-time phone number verification from reliable data sources.

This solution prioritises and *updates customer contact details using just an ID number,* enabling accurate outreach, improved efficiency and fraud prevention - all at an affordable cost.

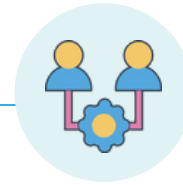### A breakdown of our phone number validation solution:
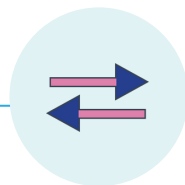
Data Retrieval & Verification

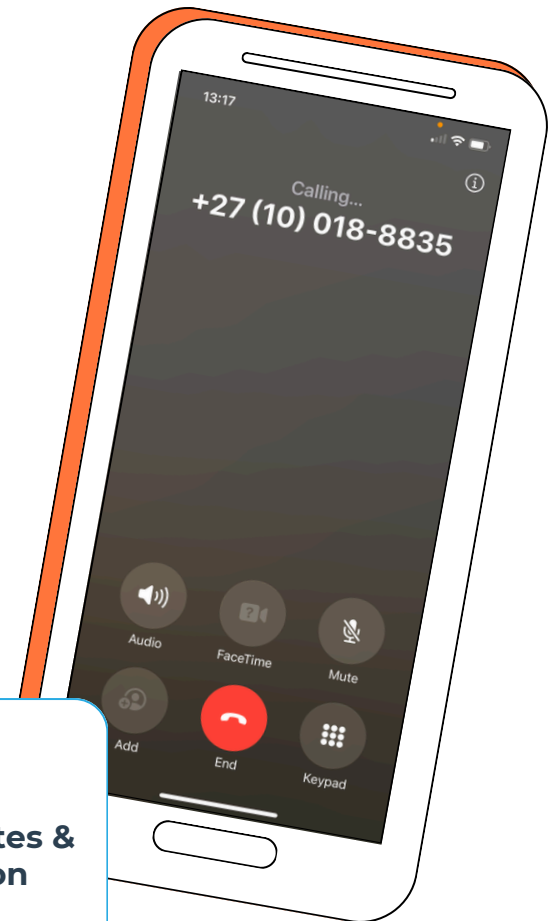Pulls and verifies contact numbers from trusted data sources.

Contact Prioritisation & Activity Analysis

It rates contact details based on the last used date and flags outdated numbers.

Real-Time Updates & API Integration

Auto-updates records and detects suspicious changes for fraud prevention.

How Contactability works?

Contactability in a nutshell:

Our Contactability API endpoint supports batch uploads and live contact updates.

Clients can upload an ID number to receive a list of the person's most recent contact details, address and email address - they will get notified of any changes. Batch uploads help establish initial records, while live updates ensure ongoing accuracy - daily, weekly, monthly, or as needed.

Quick 3 step process for phone number validation

ID number shared

Retrieve historic contact details

Retrieve updated contact details

How it would work

Our Contactability integration ensures a seamless process, allowing you retrieve up-to-date contact details on a customer.

Personal information — Contact Retrieval — Contact Detail Summary

Contact Details Summary

Customer Name
Kirsten Hancock

Identity number:
920331XXXXXXX

Email address:
kirstenhancock@gmail.com

Address:
62 Tokai Road, Cape Town

Tel type:	Tel number:	Network:	Full name:	Match:
Work	044 5332567	Telkom	Kirsten Hancock	100%
Mobile	0832821167	Vodacom	Kirsten Hancock	80%
Mobile	0784080597	Vodacom	Kirsten Hancock	30%

Additional associated customer data: Email address and Address

Contact Details Summary: Associated Contacts

Customer Name
Kirsten Hancock

Identity number:
920331XXXXXXX

Email address:
kirstenhancock@gmail.com

Address:
62 Tokai Road, Cape Town

Tel type:	Tel number:	Match type:	Full name:	Match:
Mobile	0837667878	Confirmed Match	Michaela Hancock	80%
Mobile	0823151228	Confirmed Match	Michael Bowren	50%
Mobile	0784080599	No Match	Ashleigh Cole	30%

Additional Associated Contacts: To determine next of Kin

*permission will need to be received from the customer for this data

Contactability challenges & the benefits of our solution

Our solution is geared to make sure you get the most up-to-date customer details

Problem statement:

Cell number churn in South Africa leads to lost revenue for businesses that can't reach clients they've extended credit to. Beyond credit providers, customer service agents and call operators lose valuable time when they're unable to contact the right customer.

Our solution proactively notifies businesses of contact detail updates, ensuring seamless follow-ups without the need for manual tracking.

Benefits of this solution

- ✓ **Reduces customer contact failures**: ensuring accurate outreach, improving response rates

- ✓ **Enhances fraud prevention**: identifies number inconsistencies in real time.

- ✓ **Boosts debt collection & credit recovery**: improves reachability of customers with outstanding payments.

- ✓ **Improves marketing & service offerings**: enables targeted communication based on real usage patterns.

Solutions that pair well with our contactability integration

SIM swap incidents accounted for 58% of mobile banking fraud last year, here are innovative ways we are mitigating fraud and assisting with more accurate consumer data:

Our **ID verification** service collects ID details from SA Home Affairs and checks marital and deceased status. It works seamlessly with the contactability endpoint to ensure you have the correct corresponding customer details.

Our **affordability module** collects bank statement data via USSD, online login, or manual upload. We review all income and expenses, ensure sufficient transactions, and return all transactions line by line.

Our **account ownership verification** confirms if an applicant truly owns the claimed bank account by cross-checking details against the document, returning accuracy bank account details.