

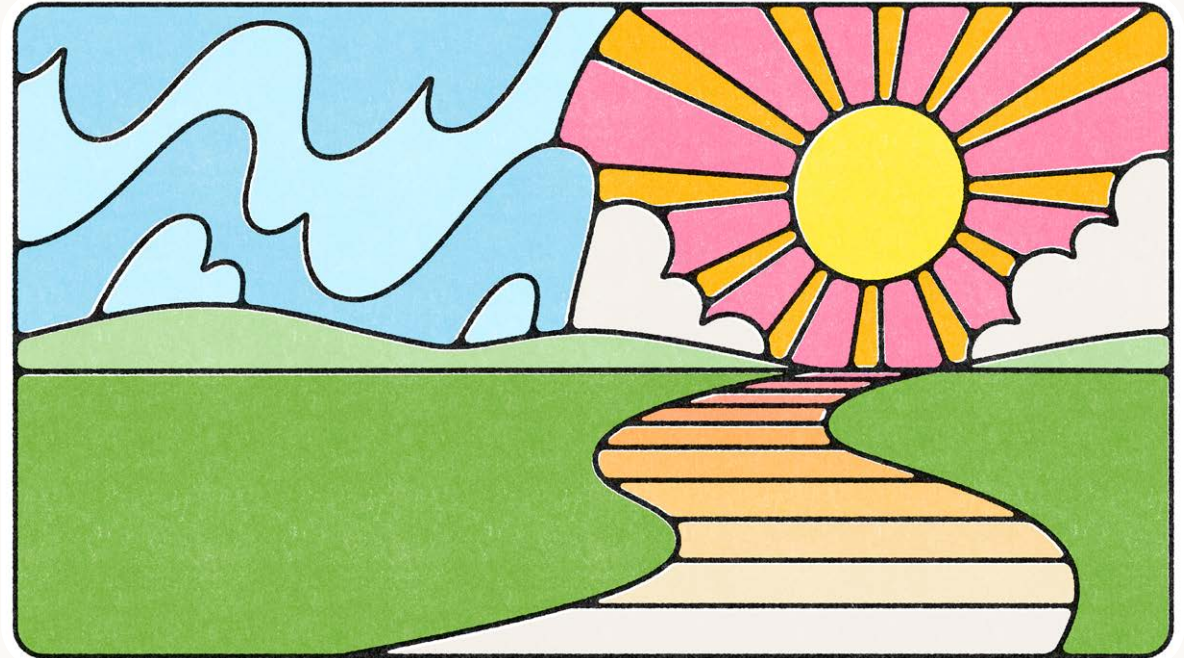
Customer performance KPIs

What are the KPIs?

Our long-term view on your referral KPIs is based on:

- Same day cancel
- First payment

These are benchmarked against our average customer base.



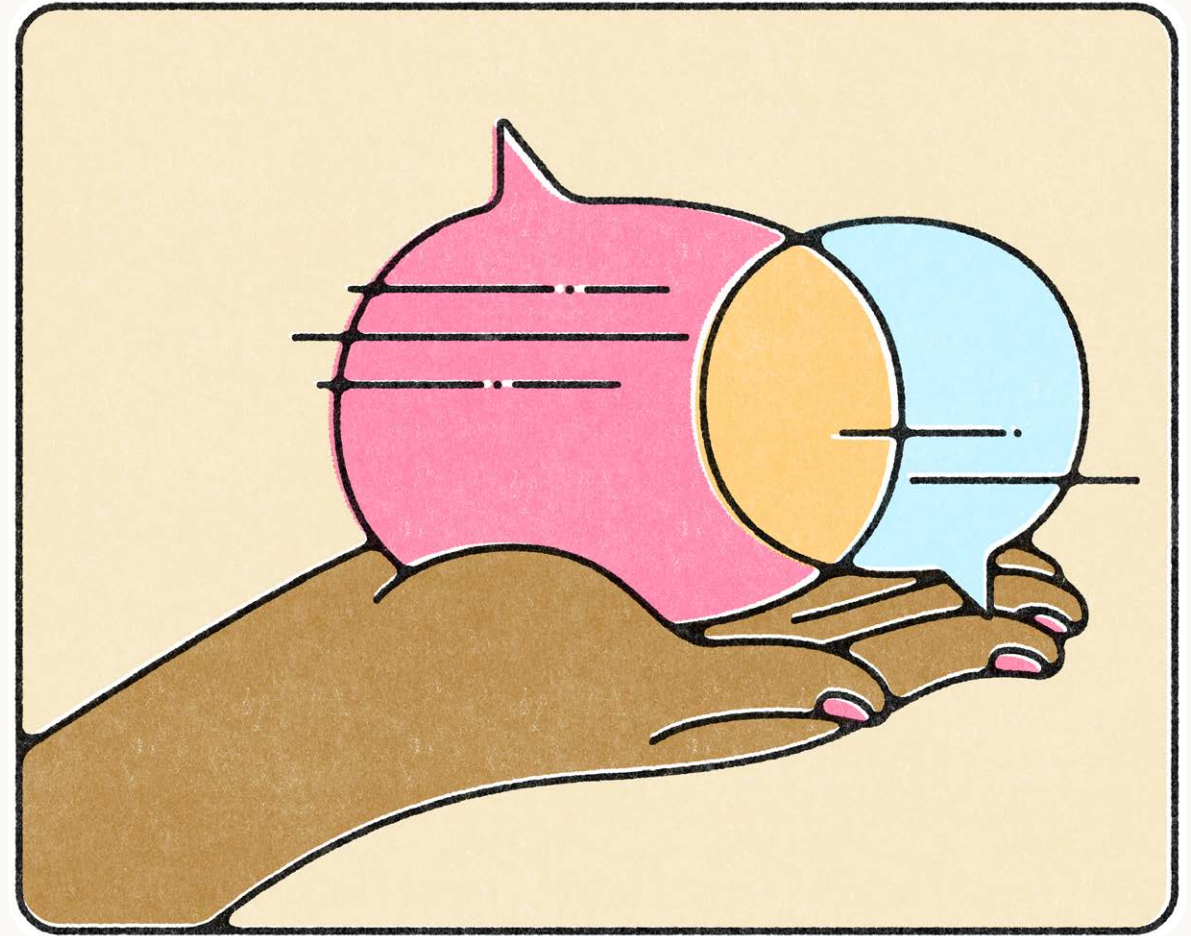
What could impact your KPIs?

The way you talk about Checkmyfile can have the biggest influence on whether someone converts, and how long they stay signed up.

Transparency

- Make it clear to your clients that they can cancel at any time.
- But we ask that you leave it up to their discretion when to cancel. Don't encourage them to cancel straight away, as they may need it.

Customers often can't experience the full value of our service in just one day and may require services where an active subscription is needed, like a dispute – we're not able to support customer disputes unless they have an active subscription.



The benefits of staying long term

Checkmyfile is much more than a one-check-and-done credit report service.

Weaving these points into your messaging about Checkmyfile should help your conversions.

Here's why:

Maintain good credit health

Identify areas for improvement and track progress. Spot issues early and resolve them before they can have a long-lasting impact.

Monitor credit report changes

Especially important between mortgage applications and for resolving adverse credit, inaccuracies, or ongoing disputes.

Electoral Roll updates

Make sure updates are reflected correctly (they can take between one and three months from registration).

Prepare for loan applications

Waiting for specific changes before applying for loans may improve chances of being accepted.

Protect against identity theft and fraud

Regular monitoring helps to spot fraudulent activities earlier. Unrecognised credit application searches are usually the first signs that something's not right.



Set up for success

Need support? Get in touch – we're here to help.

Our partnerships team is available Monday – Friday, 8am – 4pm

Phone: 01872 309097

Email: partnerships@checkmyfile.com

We look forward to working with you.

<https://partners.checkmyfile.com>