



## Lexis® InterAction® Data Minder

**InterAction Data Minder helps you manage the quality of your firm's contact data more efficiently, freeing up valuable time for both professionals and support staff.**

What's more, it makes implementing the GDPR's 'right to be forgotten' simple and hassle-free.

### Manage data quality in less time

Maintaining and improving the quality of contact data in InterAction is not only key to supporting effective marketing. It's also fundamental to ensuring individual users across your firm trust the data and so use the software to enhance their relationship management and business development activities.

How can you quickly and easily review and improve contact data health and accuracy – both at entry and on an ongoing basis?

Data Minder provides a set of tools so that you can quickly:

- **Identify and resolve duplicates.** Data Minder identifies potential duplicates that have come into InterAction via Outlook sync, IQ, Mobility, business card scanning and other entry points, intelligently estimating the probability of a match. This lets you quickly resolve duplicates across either the entire database, a specific list or contact type. It makes it easy to merge duplicates to create a new record in just a few clicks.
- **Find and fix contact data quality issues.** Data Minder's contact health dashboard automatically flags contacts by category – for example, 'At Risk', 'Stale', 'Incomplete' or with 'No Company Association'. This helps you more efficiently improve contact data quality as you can quickly see contacts that need attention.
- **Ensure consistent data entry by normalizing data automatically.** If there's no consistency when users enter data such as job title or country, then it takes longer to identify relevant contacts in your database when running searches. To avoid this, Data Minder's rules-based data normalization enforces standardisation of Country, Job Title, State/Province, Street and Title at the point of entry.
- **Set minimum required fields for contacts.** To ensure new contacts entered into InterAction meet your firm's data standards and processes for adding contacts, Data Minder lets you set two additional minimum required fields for accepting new contacts into the database – Email or Phone number. These fields are in addition to Last Name, which remains mandatory. Setting minimum required fields helps improve data accuracy, which is also important for GDPR compliance.

## Identify key relationships when offboarding employees

To help protect important relationships for your firm when employees depart, Data Minder includes an offboarding function. This workflow guides you through finding a departing employee in your directory, so you can check that employee's client and contact relationships and easily identify any that could be at risk. Following recommended best practice, it then deactivates the employee's InterAction user account, removes proxy rights and deletes that user from groups and lists.

## Implement the right to be forgotten, easily

How do you ensure your firm delivers on the requirement of the GDPR to support the 'right to be forgotten' when using InterAction? With Data Minder, it's easy.

Simply mark a contact for suppression. Data Minder then immediately removes all contact details for that individual from your InterAction database. On top of that, Data Minder also prevents those contact details from ever being added back in without the permission of that contact.

## Benefit from regular updates

We release new updates to InterAction every quarter, paying close attention to your feedback as we plan and develop new functionality. For example, within Data Minder we recently significantly expanded the set of countries supported by data normalization to 37 after customers requested this.

## Get up and running quickly

Data Minder is available for download for firms with licenses for InterAction 6.2 and later. It can either be installed from our support site by your in-house technical team or, if you prefer, LexisNexis consultants can help.

Once it is installed, our Client Advisors can run a workshop to get your team up and running, equipped with best practices, in the shortest possible time.

## Contact Us >

### For more information

To find out more about **InterAction** and how Data Minder can improve your team's agility, please email us at [client.advising@lexisnexis.co.uk](mailto:client.advising@lexisnexis.co.uk) or call **+44 (0) 113 226 2065** to speak to a LexisNexis Enterprise Solutions Client Advisor.