

Tracesmart Report Rush on Christmas Reunions

Rise in online people searches in time for holiday season



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With Christmas fast approaching, many people start thinking about absent family members, and will look to the internet for help. Indeed, the rush to reunite with family and friends has already begun, with online [people search](#) providers, Tracesmart, reporting a marked rise in visitor numbers to their site.

Tracesmart celebrated their tenth year of tracing earlier this year, and with over 10,000 searches performed daily on their website the service goes from strength to strength.

The popularity of online self search websites has grown rapidly since the introduction of the edited [electoral roll](#), and the growing trend in online searching has empowered people to independently locate individuals without the need to pay for a private investigator.



Even with limited information, it is now possible to use an address to locate a lead as part of a search as Tracesmart provides an [address search](#) facility. This is particularly helpful if someone already has a street and house number, but isn't sure if the person still lives there.

Additionally the free [postcode search](#) function is especially useful for this time of year as it can be used to update old address details, so that items aren't unnecessarily delayed at the postal sorting office.

[Tracesmart](#) has an experienced customer service team, available all day and late into the evening to offer support and advice to novice tracers. Commenting on this surge in demand, Sarah Lawrence, Tracesmart's Customer Services Manager, noted, "We are receiving lots more enquires this month, which is not unusual for this time of year. As always my team and I are fully prepared to deal with the amount of searches and transactions that are being carried out on the site. We hope and aim to be able to assist in reuniting as many friends and families as possible this month, to make their Christmas even more special this year."

About Tracesmart:

- Sarah Lawrence boasts over 17 years experience in the field of customer services and satisfaction. In her role as Customer Services Manager at Tracesmart Consumer, she ensures the smooth running of the department and assists with customer queries.
- Tracesmart Ltd - Since the launch of its website in 2004 Tracesmart Limited has established itself as one of the UK's leading providers of online people tracing tools. www.tracesmart.co.uk combines state of the art search technology with an extensive collection of consumer data, providing one of the most powerful and successful systems to trace people.

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