



Single view of customer for enhanced customer relationship

The challenge of ‘Single customer identity’:

Customers feel disconnected if they have to endure multiple relations with the same conglomerate. It is important for internal stakeholders to have a single view and complete information about the customers to serve them better. For most industries like telecom, banking, insurance etc., regulatory bodies have mandated rules for establishing the identity of existing and new customers (number of existing subscriptions).

With rapid increase in customer base and growing service portfolios, enterprises are plagued with the challenge of “customer identity resolution”. Records of customers subscribing to various services for their personal needs or for their families are separate and do not reflect a single identity of the customer. As a result, persistent, sharable and trusted version of customer information across the lines of business is not available.

Why traditional approaches of de-duplication do not work?

Because: Multiple customer interfacing applications like CRM, Voice, Web services etc., operating in silos and producing both structured and unstructured records of customer data

Overcoming the hurdles of missing, conflicting, corrupted information and data entry errors to match customer information is a near impossible humungous task

Exponential growth of data from multiple sources and original data entry lacking focus on accuracy

Our innovative de-duplication solution

UniServe™ 1Vu is a comprehensive data de-duplication solution to achieve a single identity of the customer within your enterprise. Used for efficient fraud and risk management while onboarding also helps improve customer loyalty and e-stapling of customer communications.

Our innovative technique to resolve identities is based on demographic parameters (name, address and date of birth, phone numbers and any equality parameters). Unique to our solution is a methodology for achieving a very high speed of de-duplication with high recall and high precision. Our solution supports both online and offline de-duplication of customer records.

Why UniServe™ 1Vu?

Speed: Demonstrated scalability over very large volumes. Response time reduced from minutes to milliseconds. Handles large volumes

Accuracy: Innovative and radical technology that delivers precise matches. Bench-marked, validated and deployed in production by top notch companies across verticals

Flexibility: Policy driven configuration gives complete control to the user, integrates easily into the existing solutions

Cost-effective: No expensive hardware required to handle large volumes.



Data Management Life Cycle

Key Features:

- Product suite for complete end-to-end entity resolution
- Manages data integrity, identifies duplicate records and prevents duplicates entering into the system
- Data cleansing and standardizing to enable 'single view' of customer data across the enterprise
- Supports both real-time and bulk de-duplication
- Can integrate with existing third party solutions at customer site integrating data across heterogeneous database environments
- Leverages underlying search engine technologies for unmatched scalability, reliability and accuracy at production sites
- Single scalable architecture
- Can also be deployed on virtualized environments
- Management utility for security, flexibility and performance tuning providing high customer satisfaction without requiring on-site support

Key benefits of 'single view of customers':

- Customer identity establishment for ensuring customer loyalty and retention
- Compliance to regulatory mandates for establishing number of subscriptions of existing and new customers
- Effective fraud and risk management by validating customer credentials with blacklist, PEP (Politically Exposed Persons) and CFT (Counterfeit Terrorist List), OFAC (Offices of Foreign Assets Control) etc., prior to onboarding
- Cross-organizational coordination for up-selling and cross-selling targeted promotional offers
- Reduce costs of customer service and communication through e-stapling of statements
- Maximize hardware asset utilization by reducing the cost associated with storage

**Improve your operational speed and
enhance your customer loyalty!**

For more details



Our intensity. Your agility.

Intense Technologies Limited



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