Our intensity.
Your agility.

Customer Identity Management for enhanced customer relationship

In10s | UniServe™ NXT

Customer Identity Management Challenges

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 customer identity management do not work?

Multiple customer interfacing applications like CRM, Voice, Web services etc., operate in silos and produce 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 lack focus on accuracy

Our innovative customer identity management solution

UniServe™ NXT platform based customer identity management solution helps you establish a single identity of the customer across lines of business. 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™ NXT platform based customer identity management solution?

Speed: Demonstrated scalability over very large volumes. Response time reduced from minutes to milliseconds and seamlessly 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, easily integrates with the existing solutions

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

Data Management Life Cycle

Salient Features

- Product suite for complete end-to-end entity resolution

- Manages data integrity, identifies duplicate records, and prevents duplicate entry

- 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 better customer satisfaction without requiring on-site support

Key benefits

- Customer identity establishment for ensuring customer loyalty and retention

- Compliance with 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 customer loyalty!

For more details

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