SINGLE CUSTOMER VIEW USING ENTITY RESOLUTION

A Large Australian Airline
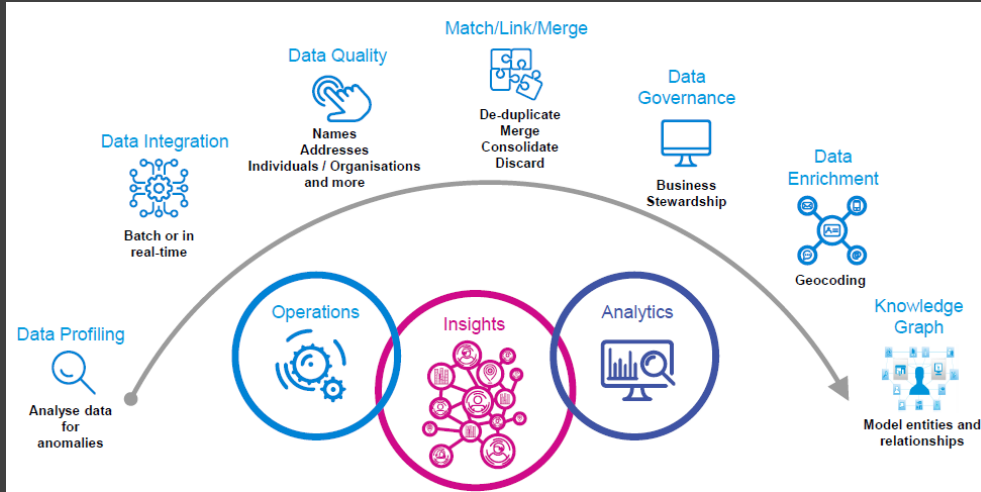
THE CLIENT PROBLEM STATEMENT

To avoid sending any marketing / promotional mail to the people who have unsubscribed to the mailers. But due to duplicate entities, complete un-subscription of the mailers could not be achieved. Unwanted mailers could also lead to fines and also poor customer experience.
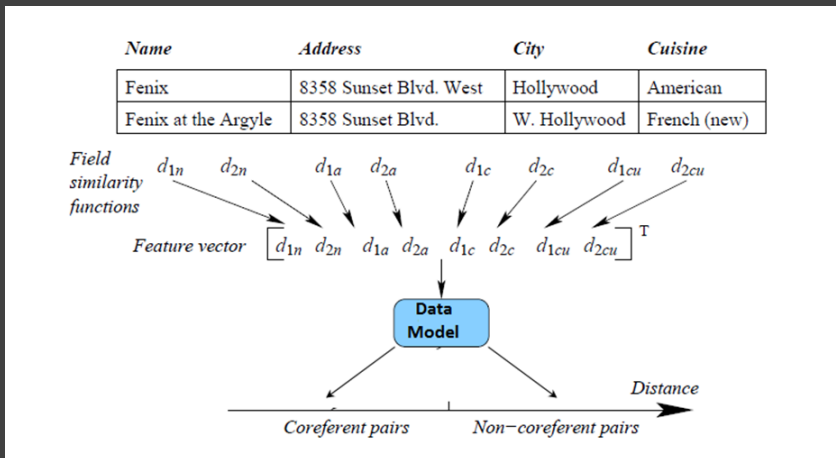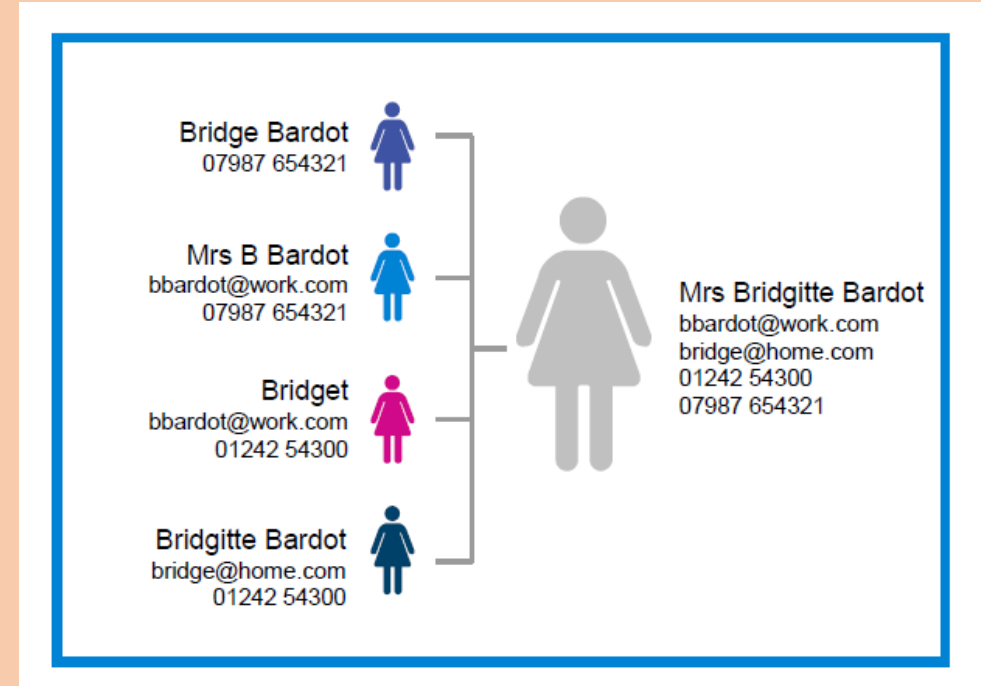
SOLUTION

- ## Solution Components Considerations

- ## Feature Creation Using Similarity Function

SINGLE CUSTOMER VIEW

BUSINESS OUTCOME

- Consolidate prospects, customers and loyalty members vs. decisions based on gut-feel or anecdotal evidence.

- Accurately roll up all activities for a given prospect/customer under a single master record.