



INSURANCE CASE STUDY

Deduplication and Creating Customer Master

A major General Insurance company needed help in building of Master Customer Data.

Clients Pain Points

- Existing system was having scalability issues
- Lot of false positives
- Lost lot of time for manual verification

Solution

- Solution developed on PrimeMatch right from uploading of EOD feed to the clustering and building of master customer data. Both Auto Verification and Manual verification of matches.
- Concept of Least Probable Clusters and Most Probable Clusters.
- No change in UI

Benefits

- Very fast implementation of master customer data. (months of activity reduced to few days)
- Now moving towards real time check on the customer master through web services etc. Achieved the Single view of the Customer by End-Of-Day (EOD) with efficient Cross- Matching. Inventory of the batches for matching was piling up. Predictable SLA of Single View of the Customer was a challenge.

For more information:
<http://www.posidex.com>