

Advanced de-duping techniques

Fractal uses advanced de-duping techniques to identify 6.5MM duplicate customers out of 17MM for a leading telecom player in US

SUMMARY

- **Client**
A large US Telco Player *
- **Challenge**
To identify duplicate customers from large customer base to increase marketing efforts efficiency
- **Solution**
Fractal's Advanced Text mining and De-duping techniques
- **Result**
Reduced the number of unique customers by 40% and number of households by 46% thus cutting down campaign costs, increasing profitability and enabling better attrition management

* This case study is based on a Fractal client that has requested anonymity

■ The Business challenge

One of the largest cellular prepaid service provider in the U.S had a database of 17 MM customers out of which client believed that almost half of them were duplicate. All the customer information was available at Phone Serial Number level and not at customer level. Due to discrepancy and duplication in customer records, Direct Marketing efforts were hugely inefficient and this was hampering client's overall Marketing ROI.

■ The Solution

There was an urgent need to improve the ROI in marketing initiatives. Identification of unique customers and households was of prime importance to perform any analysis. Fractal used advanced tools and text mining techniques such as pattern matching, phonetic matching and approximate string matching to develop an algorithm for deduplication of records and identified unique customers and households. The data was then aggregated at a customer level and later at a household level. We then set up a marketing Data-mart to perform multi-dimensional churn analysis and deliver customer records for marketing campaigns

■ Result

Using advanced de-duplication techniques, Fractal reduced the number of unique customers by 40% and number of households by 46%. Thus, the number of customers to be targeted during campaigns decreased considerably thereby cutting down campaign costs and increasing profitability.

Aggregation of data further helped in determining the attrition rates and the behavior of attriting customers by profiling customers thus identifying areas of improvement. Fortnightly MIS reporting also helped understand market trends and take quick corrective actions.

About Fractal

Fractal is a leading provider of customer analytics to consumer banks, credit card issuers, CPG companies and telecom companies. Fractal's analytical solutions have helped companies across the globe enhance profitability by powering their customer management efforts with scientific decision making.



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