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GOLDEN RECORD

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The Ultimate Goal in Data Analytics

INTEC'S GOLDEN RECORD INTELLIGENCE SOLUTION

For several years now local authorities and other public sector bodies having been looking at the idea of having a singular golden record for every customer they interact with. This has long been considered as the ultimate goal in data analytics but very few organisations have actually achieved this. Just a few of the many benefits are:

- Improved customer relations
- Reduced processing times and transaction costs
- A reduction in avoidable contact
- Increase revenue and reduce error in the systems
- Better support business decisions
- Closer management of regulatory risk

With the dramatic up take in customer service platforms more the amount of customer data flowing through your network has increased dramatically. Your customers today and interacting more than ever across multiple platforms all of which create a digital trail which can be used to build a picture of each customer. The major problem you face is that this constant influx of data can cause duplications, inconsistencies and inaccuracies. Bad data can leave your organisation open to fraud and error, delayed processing time and in worst case scenarios looking like you just don't care. INTEC's brand new Golden Record Intelligence Solution (IGRIS) is a vital tool in combatting this problem.

WHAT IS A GOLDEN RECORD?

Many of you will be familiar with the term Single View of Customer. In fact INTEC's very own IDIS software has been working towards this for several years and our proven track record in data analytics is saving £millions across the UK public sector every year. However a golden record takes this idea to the next level. A true golden record is a detailed, validated and monitored record of your customer which can be fully utilised to deliver savings across your organisation. Duplicates and inaccuracies are dramatically reduced, giving you a reliable source of data to base you future business decisions on.

SO HOW DOES IT ALL WORK?

IGRIS is a web based application that allows you to import any data within your organisation. We then use our proven data matching algorithms to produce a singular record for each customer, address and organisation.

Green records and then passed to the next stage. Customers can be contacted by letter or email and asked to carry out our secure validation process. Once the validated response is confirmed against our original data, the customer is marked as a Golden Record. This golden data is then passed back to all contributing departments so their records can be updated.

All future imports are continually monitored so that changes in the record can be processed quickly and efficiently.

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