

**Certain identification
of customers
and prospects –
error-tolerant and
in real-time!**

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Create the prerequisites for the Single View of the Customer!

Closeness to the customer and constant interaction play a predominant role in successful customer relationship management. You initiate and strengthen relationships through purposeful dialog.

The clear identification of individual customers – particularly in large address files – is therefore one of the most important requirements for building up profitable and constant customer relationships. Only when you are certain to the greatest possible extent that several records stored in your database do not contain one and the same person or household, will you be able to construct individual profiles of your customers or target groups and be able to exactly assign other already known data to them (example: revenue history, payment behavior etc.). This is the key to improving and increasing the productivity and efficiency of your customer-oriented processes and to optimally implement your individual customer management.

The demand for precise customer identification presents itself time and again in the most varied applications, such as in

- finding customers/prospects even when the available address information is erroneous or incomplete (customer inquiry, call center activities etc.),
- carrying out creditworthiness checks and risk identification,
- merging the persons belonging to one household,
- creating precise customer profiles,
- ensuring and maintaining data integrity and quality,
- demonstrating friendliness and service competence to customers,
- creating a positive company image etc.

Data quality - today simply a must!

In the age of CRM, data warehousing and data mining, the extent of false or missing data becomes obvious – unfortunately often enough with negative consequences. That applies to the building up of databases and of course quite decisively also to the quality assurance of ongoing interactions between customers/prospects and companies, for instance within Internet applications.

The raw materials for constant data quality are the name and the address!

With *mailRetrieval*, you minimize deficiencies in data quality by preventing the input of address duplicates in real time. Using error-tolerant methods, *mailRetrieval* identifies customer addresses which have already been entered into the database by means of diverse analyses and methods (example: fuzzy logic), even when only fragments of the names or the addresses were entered.

Online customer identification - in an international context

In an increasingly globalized business world, the demand for software solutions that can be used irrespective of language is growing. *mailRetrieval* meets this demand.

By means of error-tolerant name and address identification, the system quickly and surely provides the basis for precise, highly up-to-date customer data even within international applications. The system operates in different countries with a multitude of tested rule and term tables that are especially adjusted to particular national concerns, such as the conditions and requirements prevailing in multilingual countries (example: Belgium, Switzerland, Spain), thus providing for a high measure of reliability.



Currently available for more than 20 countries

At present, *mailRetrieval* is available for more than 20 countries. It is designed to conduct the address search successfully in real time or to prevent address duplicates right at data entry. This does not occur on the basis of the lowest common denominator, but as an expert system with comprehensive, integrated knowledge about the unique characteristics of the respective country or language area. This know-how is embedded in the extensive rule and term tables and reflects the experience acquired in practice about addresses in the respective country.

Typical use scenarios

For using *mailRetrieval*, the following typical use scenarios apply; they have in common the fast, error-tolerant retrieval of addresses in large databases:

Rapid Search

With the aid of a few name and address fragments (example: surname/first name, only the name or only the city) *mailRetrieval* searches and finds addresses using error-tolerant methods, for instance when a customer contacts you but doesn't have his customer number at hand or conveys the false number.

The system delivers optimal results even when the information entered by the user or contained in the database has errors; it delivers the output to the user according to the degree of agreement.

Automatic check when the data is entered

mailRetrieval checks automatically, without explicit initiation by the user, immediately before every new entry or change of an address record, whether a person or company is already stored in the database. The system differentiates for deviations, determining whether it is a duplicate with high certainty or only with some probability. Depending on the application, the user can be informed about this fact and can e.g. in the call center clarify the suspicion of a duplicate directly on the telephone.

Dynamic clusters of addresses

For every new address entry or change, with *mailRetrieval* automatically different "cluster views" of an address can be created and corresponding "cluster identifications" can be put into the address database. Typical clusters are individual persons, households or all addresses in a building for consumer addresses or departments/contact persons in a company resp. all contacts within a company for business addresses. Even creditworthiness checks and risk cluster combinations of the described scenarios are possible.

What matters!

In address retrieval, what matters is the quality and completeness of the found addresses. Pages-long selection lists of the addresses stored in the database which have little or nothing to do with the entered data, or the message that nothing was found only because for instance the first letter of the name was written incorrectly are not helpful in enhancing the data quality!

Performance features and functions

- *mailRetrieval* solves problems of address identification in real time!
- *mailRetrieval* is an expert system for the error-tolerant search and the automatic duplicate identification and clustering in large address databases. Hence, you will find addresses even when the data which is currently being entered differs from the data stored in the database because of reading, hearing and data entry errors or because of varying abbreviations.
- The software is for checking 1:n, in order to search for an address in a very extensive address database using error-tolerant methods and in real-time.
- *mailRetrieval* offers a performance that allows operation of even the largest address databases with the highest quality of identification and for many active users simultaneously with response times of under one second.
- Besides real-time search and duplicate identification functions, *mailRetrieval* also offers a real-time update function. An address that has just been entered is immediately available for all users for an error-tolerant search.
- *mailRetrieval* will make you more productive! The system is easy to integrate into your application, wholly irrespective of which system environment your development takes place in or which programming language you use.



Technology

The combination of error-tolerant and intelligent comparison and search methods (fuzzy logic, phonetics, similarity methods, context analysis) guarantees an extraordinarily exact selectivity and ensures high assignment rates with a tremendous performance.

mailRetrieval is embedded in the existing, accustomed application processes and runs interactively in the background, invisible to the user. Hence, the user works with the screen masks he or she is familiar with.

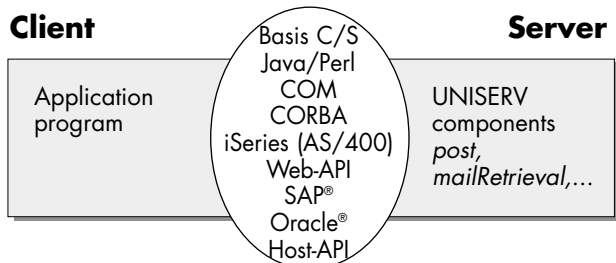
Product variants and interfaces

mailRetrieval gives you investment security! The open architecture enables easy integration into all generally used IT environments.

The software supports the most important derivatives of the Unix world, Microsoft with Windows, mainframe systems with the operating systems z/OS, VSE, BS2000 and iSeries (AS/400).

mailRetrieval is executed in client/server architecture and can be arbitrarily distributed in your system environment.

Possible interfaces



Within the product line OPENedition there are a number of mature and tried and tested interfaces available for *mailRetrieval*. They enable you to have rapid integration into your application without any detours.

In addition, within the product line OPENedition, different technical *mailRetrieval* product variants are offered that support interactive address research in special IT environments:



mail
iSeries
(AS/400)



Product-Features

Processing of consumer or business addresses

Special country-specific and platform-dependent versions are available for consumer addresses (B2C) and business addresses (B2B). Compared with the B2C variant, the B2B version of *mailRetrieval* recognizes other company-specific components in addition to the conventional address elements and separates these from elements which relate to the contact person in a company. In addition to this, other entry fields such as the company name, legal form, home page, descriptive secondary company designators, geographical data and acronyms are recognized company-specifically and considered during the matching. Fields for information concerning the contact person in a company, such as the department or the title, are also recognized and matched. In this regard, *mailRetrieval-Business* contains a more extensive synonym table in comparison with the consumer variant. The B2B version is recommended for the matching of mixed B2C and B2B databases with a proportion of company addresses of approximately 30% and more.

Country-specific *mailRetrieval* versions for international use

mailRetrieval offers the same functionality for international address databases, too. For that, special country versions are available as expert systems with integrated knowledge about the unique characteristics of the country and the language area. Currently, *mailRetrieval* is available for more than 20 countries.



Additional Information