

Case Study

Accelerating Data Processing Speed for a Leading Indian Credit Bureau

Challenges Faced

Our client, a leading Indian credit reporting agency, faced difficulty with low deduplication rates due to the ineffective handling and standardization of Indian names and addresses. The customer data was currently in silos and spread across different source systems. Data captured was inconsistent, and the data elements were of low quality, with regional nuances across India. Identifiers like PAN, UID, Voter ID, etc., were unavailable for all the customers, making handling a vast database and speeding up processing for identity resolution very challenging for the client.

Our Solution

Spectra was leveraged to effectively improve entity search over large customer databases by enhancing processing speed.

Here are some of the key features of the implemented solution

- To ensure instant search & retrieval of records, a pre-built solution, IdentIQ, used fuzzy and multi-lingual phonetics-based techniques to distribute indexing technologies and effectively handle name matching. This improved the deduplication efficiency over a very large customer database of 320 million customers with 600 million addresses.
- A multi-faceted matching and search algorithm prepared and aggregated data in near real-time, handled regional conventions with respect to Indian names and addresses, and improved the overall cost-to-performance.
- To effectively build data-driven solutions for customer Intelligence, a knowledge base of Indian names and addresses was created using internal, external, text, and semi-structured data.

Business Impact

The knowledge base of Indian names and addresses created by Spectra made things easy for the client. Batch deduplication and country scale data—in the Indian demographic context—was processed in real-time, which greatly increased productivity and ROI.

Additionally, the Spectra solution offered the following benefits



50% increase in processing speed for identity resolution



99% increase in the ability to handle Indian names and addresses

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