



Identity Systems' technology is used in the telecommunications industry for a range of solutions to improve everything from customer service to marketing campaigns.

### Identification Data

Telecommunications companies use identity data for many critical purposes: individual and joint account holder data, business names, company names or other organizations, and their addresses. Such identities may be related to subscriber files, telephone directories, billing contacts, marketing data-bases or any other area where the names and addresses of people, organizations, products or other entities need to be searched, matched or grouped by the system.



#### *Identity Systems is used in these Telecommunication systems:*

- ❖❖❖ Customer Inquiry
- ❖❖❖ New Customer/ Account Inquiry
- ❖❖❖ Directory Inquiries
- ❖❖❖ Account Number Confirmation
- ❖❖❖ Fraud/Bad-debt Investigation
- ❖❖❖ Marketing Database
- ❖❖❖ Mailing Campaigns
- ❖❖❖ Certified Global Address Standardization
- ❖❖❖ Data Warehouse

**“ On one project alone, it has been estimated that revenue has been increased by \$500,000 monthly and provides an additional \$1,000,000 in annuity benefit. ”**

*Bell Atlantic*



The telecommunications industry uses Identity Systems' technology to rapidly and reliably search and match identity data whether it is formatted or unformatted, scrubbed or in its raw form, sourced locally or from another organization, region or country.

Identity Systems' products have the flexibility to work with different classes of identity data, in differing states of quality and with differing risk factors. They provide quick on-line response time, even when applied to large or extreme volumes of data, while delivering the highest quality match rate.

**"Using Identity Systems' software has dramatically decreased the amount of manual labor involved in processing incoming records and has sped up the process of applying data".**

*Omeda Communications*

### Application areas in the telecommunications sector where the Identity Systems' products are commonly used:

#### Customer Inquiry:

Many of Identity Systems' telecommunications customers use Identity Systems products to help find a customer's record when a customer or account number is unavailable. Examples include mail payments with no account id, or other correspondence where the only identifying information is name or address.

#### New Customer/Account Inquiry:

To identify and minimize duplication, minimize risk, and to know your customer, a thorough Identity Systems search should be undertaken using all available details from the new account against all available reference data.

#### Directory Inquiries:

A directory inquiry service benefits from the unique ability of Identity Systems' software to provide rapid response time, even for common name searches, and the functionality which allows the search results to be ranked in order of likeness to the search criteria.

#### Data Warehouse and Account Consolidation:

The disparate data loaded into a data warehouse must first be matched and merged. Identity Systems' software can perform this matching reliably despite the differing format and quality of data, leading to consolidated single view of your customers.

#### Fraud/Bad-debt Investigation:

Fraud or bad-debt is an important business issue. The ability of Identity Systems' software to search and link together related information about past and present accounts and addresses is vital to the investigation effort.

#### Marketing Database:

Prospect lists need to be de-duped and screened against customer files before being applied to the marketing database. Identity Systems' products enable matching to be achieved both against previously unseen "lists" as well as to more familiar customer data.

#### Mailing Campaigns:

A mailing campaign may involve selection of the campaign data from the marketing database, customer data or directly from prospect lists. Such data must also be screened against "do not mail", fraud and other stop lists. Identity Systems' software supports this process with its ability to apply different levels of matching to different classes of data, and to allow final selection of the mailing list only after all matching is complete.

#### Certified Global Address Standardization:

To support mailing campaigns, Identity Systems offers a scalable, global, certified (CASS for U.S.) Address Standardization Module to verify and correct address data for improved address data quality, increased mail delivery, and reduced mailing costs.

#### Account Number Confirmation:

Using Identity Systems' fuzzy matching functionality, an account number match can be confirmed using other details, e.g. name, address. This type of confirmation is vital in a batch system.

[www.identitysystems.com](http://www.identitysystems.com)

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