



ConvergeCONSUMER: Identity Management

A five-minute read on identity management

Every marketing dollar your brand spends without knowing your customers' identities could turn into money wasted and opportunity lost, so your bottom line depends on customer intelligence. As social media, websites, and apps become the main way customers interact with brands, customer data is increasingly fragmented and complex, making it more important than ever to unify customer identities in order to build enterprise customer intelligence. We understand these complex challenges and have developed a differentiated approach to helping you overcome them.

Converge™
by Deloitte

5 common client challenges:

Difficulty unifying fragmented datasets: In the age of information, consumers are interacting with brands across multiple data sources—mobile apps, CRM and CDP systems, loyalty programs, e-commerce transactions—and this often leads to fragmented, duplicated customer identities. Without a unified view of your touch points with each customer, it's impossible to provide a seamless, positive customer experience.

Disconnected online and offline interactions: Many organizations have a tough time unifying offline and online customer behavior, and it's possible for a customer record to be in multiple places at once when it comes to commerce channels. Clicks on a website are treated as separate from offline customer data such as service interactions or in-store purchases, inhibiting your ability to effectively identify and target the right audience.

No strategies to map high volumes of data: Legacy internal systems often struggle to keep up with the onslaught of data, and many organizations do not have a defined strategy to map this data. Plus, doing so is incredibly time-consuming. This inability to map high volumes of data can impede companies from resolving their first-party data into a single record, a major blocker for companies trying to use third-party data.

Inability to enrich first-party data with third-party sources: While the first-party data that your organization collects is vital to understanding customer behavior and preferences, third-party data from outside your organization can be used to provide a more holistic picture of what resonates with your customer. However, many companies cannot or do not leverage this third-party data, which can vastly improve targeting efforts, largely due to the inability to create a single record with their own first-party data.

Low accuracy could lead to poor return on investment (ROI): When it's time to target your hard-earned customers, marketing and technology investments can be wasted if you do not start with clean, unified data. Without knowing who you are targeting, you could be reaching the same person multiple times rather than creating a seamless marketing experience across channels and devices, which could ultimately lead you to wasting your advertising budget. The downstream implications include suboptimal decision-making across the 4P's (product, price, place, and promotion), poor engagement metrics, and low ROI on customer outreach and treatments.

5 ways ConvergeCONSUMER can help:

Optimized for highly accurate matches: ConvergeCONSUMER's rigorous data standardization process includes nickname matching, bad email filtering, removing superclusters, and USPS address standardization. This can produce highly accurate, complete customer identities—without duplications—enabling you to deliver a better customer experience and increase your conversion rates. Plus, our 50+ years of collective identity management experience informs a comprehensive set of match rules for nearly all use cases.

Sophisticated, flexible matching process: ConvergeCONSUMER's configurable, graph-based matching algorithm eliminates the need to define custom rules. A persistent identity tracks the customer journey and supports probabilistic and deterministic matching. This works for all offline and online identifiers, including name, address, phone number, email, IP address, and more, ultimately providing a more holistic view of the customer's behavior.

Scalable to drive performance and ROI: Our highly optimized algorithm runs on distributed computing—a powerhouse that drives performance improvements for big datasets and enables large-scale implementations. Plus, our identity offering scales both horizontally (number of identifiers) and vertically (number of records) with the ability to process billions of records.

Deployable to client's environment: With ConvergeCONSUMER, you still own your data—it never leaves your environment, facilitating the highest level of privacy and security. Our solution can be used in multiple ways to gain value because it's portable to any public cloud, such as Google Cloud Platform or Amazon Web Services, and easily integrates with third-party datasets.

Easily implemented and maintained: Our team of identity specialists uses a five-phased approach to implement the Identity Management offering: engage, assess, strategize, implement, and operate. We work with you throughout your transformation, providing software, support, training, and documentation to help you focus on the right customers, inform next-best actions, and spend your marketing dollars wisely.

Learn more about ConvergeCONSUMER | Connect with us



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