Master Data Management: De-duplicating 2.8M customer records for a leading US bank

1 Customer

1. A Top 20 U.S. Bank.

2 Business Situation

1. Master Data De-duplication - 2.8M customer records across consumer and commercial banking divisions with incomplete information requiring de-duplication

3 Solutioning

1. Combination of Data experts and banking domain experts deployed to design process of capturing missing information from various systems of origin and documents

4 Execution

1. Designed an operating model to ensure completeness and accuracy of customer data
2. Prioritized de-duplication of data based on risk impacts
3. Set up consolidation services with required skill-sets, and operationalized the de-duplication process

5 Value Delivered

1. Data completeness achieved >99.5%
2. Productivity level achieved ~200% within 1st 3 months of operations
3. Effective execution of de-duplication and enriched data analysis

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*Thanks again for your hard work on this process and our BAU-type work as well. We have built a strong team and I am confident in the work that you are doing for the Bank. - **Associate Vice President, Master Data Management***