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Reltio Identity 360

One Person. One Profile.
One Connected Experience.

Don't let fragmented customer data disrupt a great customer experience. Identity 360 provides a quick and easy way to deduplicate and manage customer identities for connected customer journeys.

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With the proliferation of several engagement channels and business operations systems, your customers, guests, or members lives in diverse and siloed enterprise systems. The multiple unreliable versions lead to disjointed customer interactions, duplicated efforts, and disappointing experience. This results in customer churn, revenue leakage, and possible exposure to regulatory compliance risks. We believe data should fuel your success, not hold you back.

Identity 360 brings all the Person data together from various internal and external sources in real-time to create One Profile. You can now hyper-personalize your customer touchpoints with One Profile, to deliver the omnichannel experience that matters. Business users can segment and engage with personalize targeting when and where your prospects are most likely to engage along the sales funnel.

Key Charateristics of One Profile

Clean
Match, merge, deduplicate, and optimize customer identity markers to create the customer profile.

Consistent
Target customers and prospects with one unique profile, whether they're on digital channels, offline, mobile, or buying in-store.

Current
Synchronize customer profile across the enterprise in real-time for in-moment interactions.

Connected Identity for the Digital Age

Reltio Identity 360 connects all internal, external, and third-party data, bringing it all together to create one unique profile used across applications for connected and consistent experiences, fraud detection, and compliance. It builds the foundation for all consumer engagements — across the web, mobile apps, stores, email, digital ads, contact centers, and beyond.

We want to ensure you make more of your data, more easily. We help you accelerate the value of your data so you can maximize your impact every day.

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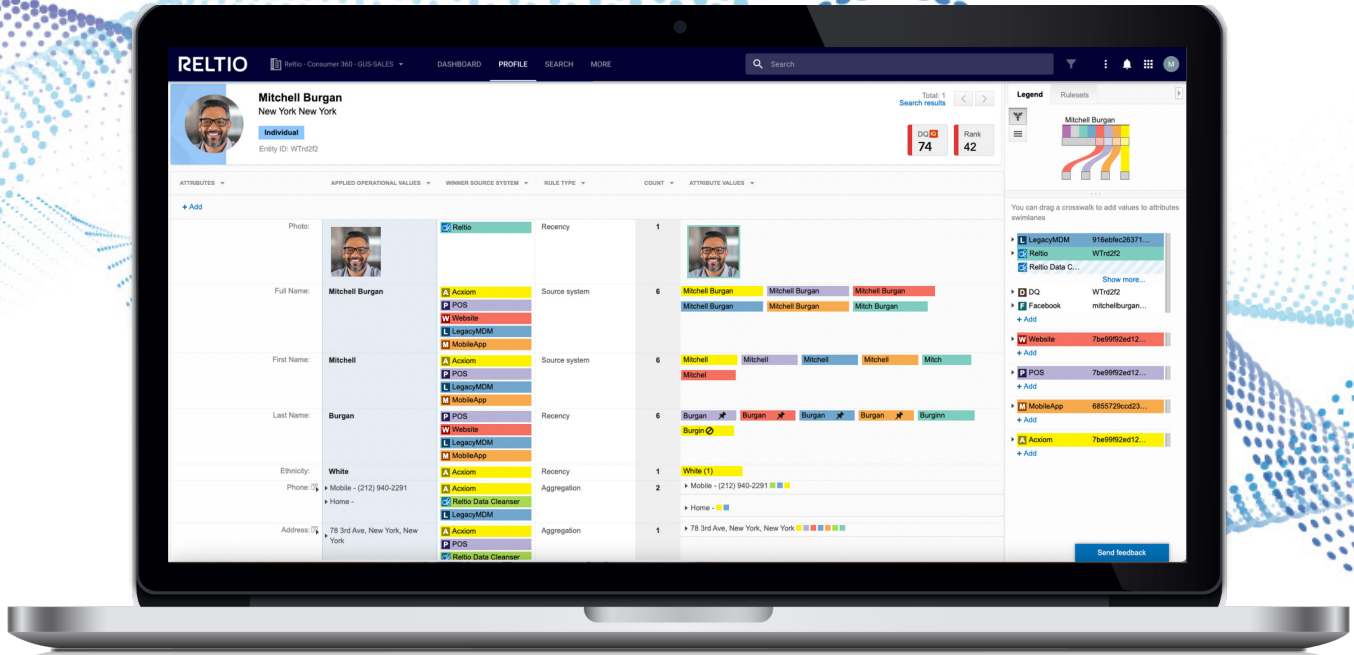
Identity Resolution

Cleanse, match, merge, and unmerge person entity data, including customers, contacts, or employees from all data sources.

Universal ID

Leverage the autogenerated or configurable UID to ensure data quality and consistent operations across organizations.

Dynamic Survivorship

Create dynamic and contextual profiles relevant to different functional groups of marketing, sales, service, and support.

Progressive Stitching

Enrich the Universal ID by including 3rd-party data, interactions & transactions, and additional data sources as needed.

Relationships

Understand relationships and hierarchies across people and households using connected graph technology.

Data Quality

Maintain ongoing data quality and stewardship with user-friendly tools.

Governance

Achieve governance through configurable workflows, reference data, task management, granular audit trails, and support for regulations such as GDPR and CCPA.

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Enhance Customer Experience

- Identify and target real people across channels and devices in real-time rather than simply marketing to anonymous personas or devices.

- Enable personalized, relevant consumer experiences across digital and offline journeys to drive engagement and business impact.

- Maximize return on marketing spend by engaging with the right people, at the right time, on the right channels with the right message – maximizing value and return on marketing spend.

- Improve customer retention, develop stronger customer loyalty, and delight customers with personalized offers.

Improve Fraud and Risk Monitoring

- Protect your organization against growing identity fraud. The fragmented and siloed nature of customer data makes it difficult to get a complete picture of the customer relationship.

- Identify the anomalies in customer data to detect and prevent fraud. A single source of truth helps to uncover any fraud patterns.

- Improve the visibility into potential threats and fraud detection by cross-referencing and continuous learning.

Optimize Operational Processes

- Optimize omnichannel processes and eliminate excessive rework by providing consistent and reliable data.

- Reduce the cost-to-value ratio of each activity or transaction by reducing errors and manual effort of verifying customer data.

- Create a cost-effective, accessible, and flexible way to share trusted customer information across the enterprise.

Simplify Privacy Compliance

- Compliance and privacy are at the forefront of customer engagement to maintain consumer trust and avoid fines. Simplify privacy compliance with built-in support for GDPR and CCPA with collaborative workflows for consent changes across all the systems.

- Build customer loyalty by respecting and engaging based on their consent. Ensure legal compliance and deliver personalized experiences in a way that is accepted by customers.

- Improve security processes by capturing and maintaining privacy and consent preferences in a single customer profile for all channels of engagement.