



### **CHALLENGE**

- · High number of duplicate records impacting overall data quality
- Significant manual efforts were being invested in identifying duplicates and resolving them
- While existing records were getting cleared slowly, new set of duplicates being produced everyday



## **SOLUTION**

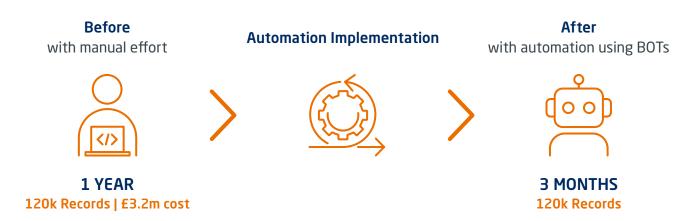
- Existing product rules extended to create additional rules to detect duplicates.
- A BOT led strategy was adopted to increase the throughput and bring scalability
- BOTs created to mimic the human behavior to verify and confirm the duplicates in readiness to the merge process
- BOTs operationalised in parallel to the data cleansing analysts
- BOTs took over the data cleansing wherever feasible, whereas data cleansing analysts focused on managing exceptions only.



#### **IMPACT**

- BOTs available to operate up to a maximum **24x7**
- Reduction of data cleansing team allowing them to focus on more critical activities
- Processing of 34k persons and 41k locations in 2 months resolving 40k duplicates along with other static objects
- Significant paradigm shift from all-manual to managed-by-exception

# **DATA DUPLICATION**



# **POSSIBLE USE CASES**

Data de-duplication	Automation of licencing	Automation of rotas
Automation of reporting	Auditing data systems	Supporting the fight against the cyber-crime
Document management	Performing repetitive tasks like data entry	Avoid double key the same information into different systems
Reviewing video	Email processing and auto action	Document processing via OCR