

NADIS Onlooker



A powerful online data integrity tool ensuring accurate customer information

Inaccurate customer information comes at a high cost. Not only is time and money lost through processing, analysing and reworking poor information, but also at a far greater cost, it can seriously jeopardise relationships with customers resulting in customer attrition and lost revenue opportunities.

NADIS Onlooker parses, standardises and consolidates customer information in real-time. As a powerful online data integrity tool, **NADIS Onlooker** will integrate with existing customer management and customer relationship initiatives, providing dramatic improvements to the quality and value of customer information.

NADIS Onlooker Benefits

- ▣ Enables standardised and consistent view of customer information across an enterprise, eliminating incomplete, duplicate and inaccurate customer information.
- ▣ Consolidates customer information across many and varied data sources enabling a complete business understanding of customer relationships.
- ▣ Replicates the way people analyse customer information to provide more reliable results.
- ▣ Reduces time and cost of managing information.
- ▣ Credit and fraud control can be reduced with accurate customer information.
- ▣ Supports a customer-centric environment essential to providing efficient customer service.
- ▣ Enables rapid and accurate input and recall of information to Call Centre staff.
- ▣ Enables effective mail and communications through accurate customer information.

NADIS Onlooker Features



- ✔ Proven powerful real-time knowledge-based system using human like inferences when parsing and matching information.
- ✔ No reliance on large reference files enabling rapid implementation.
- ✔ Incorporates information that enables unique customer identification such as name and address, telephone number, email, credit card, date of birth and other personal attributes.
- ✔ Implemented as an interactive system for real-time processing or as an online batch system for automatic updating of information.
- ✔ Differentiates between personal and corporate entities.
- ✔ Provides detailed data investigation and analysis process.
- ✔ Minimal tuning resulting in higher productivity and consistency.
- ✔ GUI enabled definition of business rules for information parsing, standardisation, and matching.
- ✔ Available as software components with a set of well defined APIs.
- ✔ Real-time components available for any processing environment including leading enterprise application servers.
- ✔ Processed customer data conforms to open XML industry standards, enabling interoperability of all information across an organisation's information systems.

Platforms

MVS, MVS/CICS, UNIX, Windows (95, 98, NT, 2000, XP).

Services

Mastersoft Systems Pty Ltd are supported by a consulting team with proven experience in best practice methodologies ensuring you achieve maximum benefit from your strategic technology investment. Our comprehensive range of consulting services includes data quality assessments, business rules workshops, the 'Flying Start' program, project management and education.