



Identity Resolution in Last-Mile Logistics

Creating the **Single Customer View**

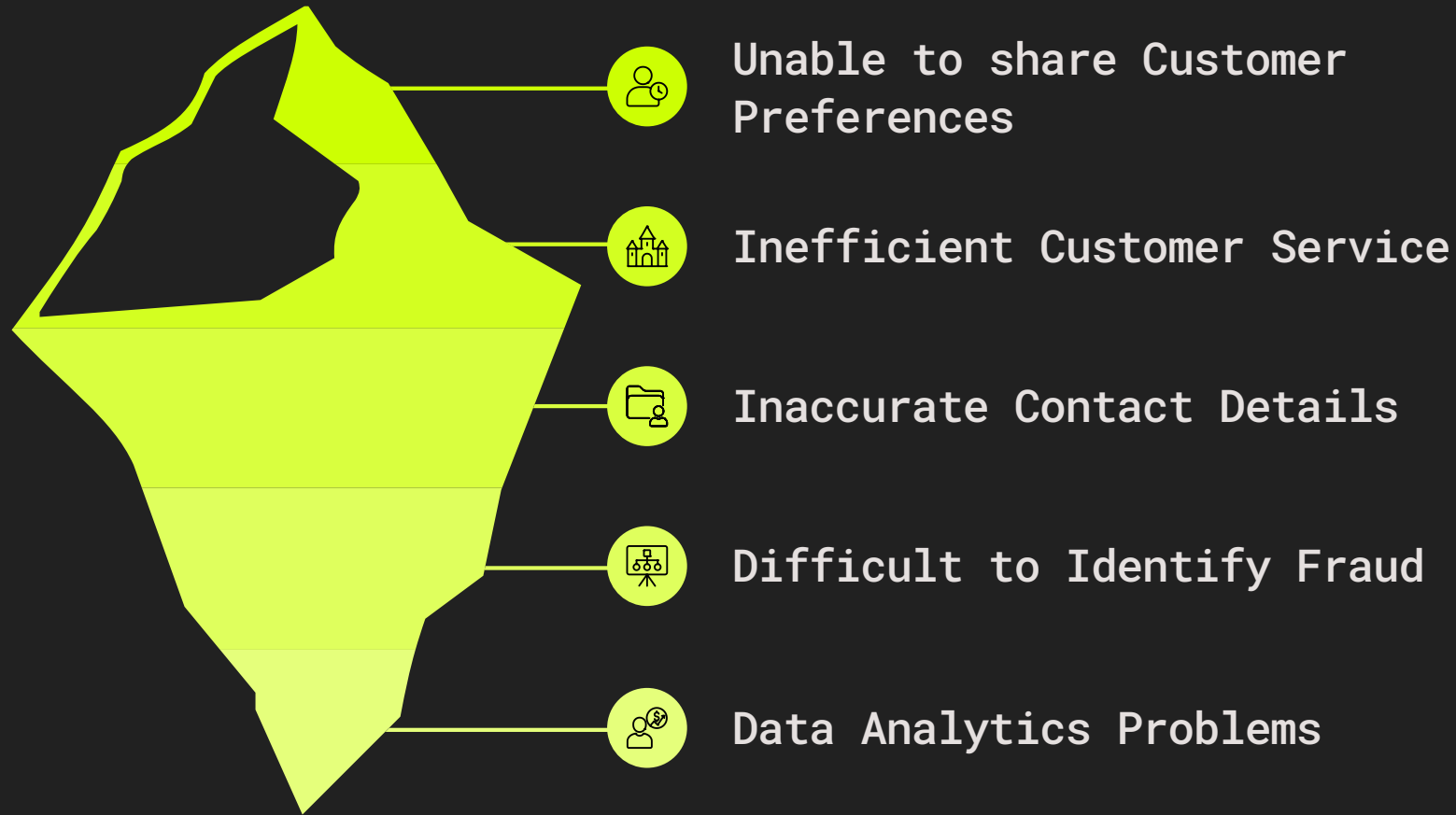
Every Retailer Sends Customer Data Differently



Every Retailer Sends **Customer Data** Differently

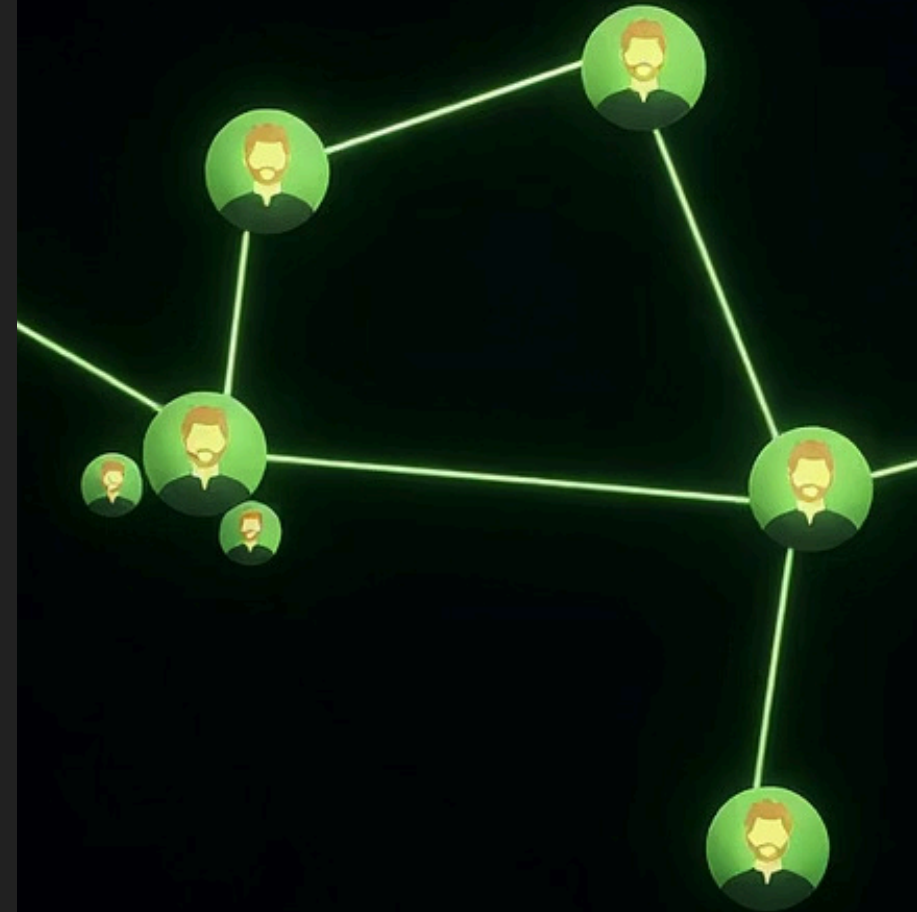
<i>Provider</i>	<i>Description</i>	<i>Example</i>
Tiktok Shop	- Splits address line 1 across two fields if addressline1 is longer than 31 characters	"addressLine1": "4 Glendale Swinton Clifton Manc", "addressLine2": "hester "
John Lewis	- Replaces first name with an initial (and suffix if provided)	D Mason-Brown
Ali Express	- Only provides Surname	Beeley, Ali, Sterling, Duggan
Kurt Geiger	- Adds a dot in place of title	.Maria Theodosiou, . Alison Avis,
eBay	- Adds "ebayfjofgd" after the end of addressline1 or 2 - Replaces email with an ebay email @ members.ebay.com	"email": 769a65f3fe02adb4eb33@members.ebay.com ; "addressLine1": "5 winchester way ebayfdfdxfr"
TEMU	- All emails are temu generated	phzzwvc7271303b@eu.shipping.temuemail.com "
Matalan	- Adds a dot in place of title	.Maria Theodosiou, . Alison Avis,
ASDA	- Add in a series of numbers and letters to addressline3	0038d00000oiJf3AAE, 0038d00000pDSG4AAO
THG	- Email provided in null form	xxxx@xxxx.com
Shein	- Address line 1 and 2 duplicated	

The Elusive Single Customer View



A Classic Identity Resolution Challenge

Identity resolution is the process of **identifying** and **linking** different representations of the **same real-world identity** across various data sources or within a single database.



How Tilores Resolves Identities

Tilores Identity Resolution software transforms fragmented customer data into a unified, actionable view through a powerful three-step process.



Data Transformation & Normalisation

We cleanse, standardise, and structure disparate customer data, ensuring consistency regardless of the source format.



Intelligent Deduplication & Linking

Our advanced algorithms identify and link records belonging to the same individual, deduplicating customer data with precision.



Comprehensive Identity Graphs

We construct a holistic view of each customer, mapping all associated data points into a powerful, actionable identity graph.

Tilores' Advanced Matching Logic

Tilores employs sophisticated, configurable rules to accurately identify and link customer records, even when data is inconsistent or incomplete. Our logic goes beyond simple exact matches.



Core Identity Match

Similar First Name, Similar Last Name, Same Address are strong indicators for linking records.



Digital & Proximity Match

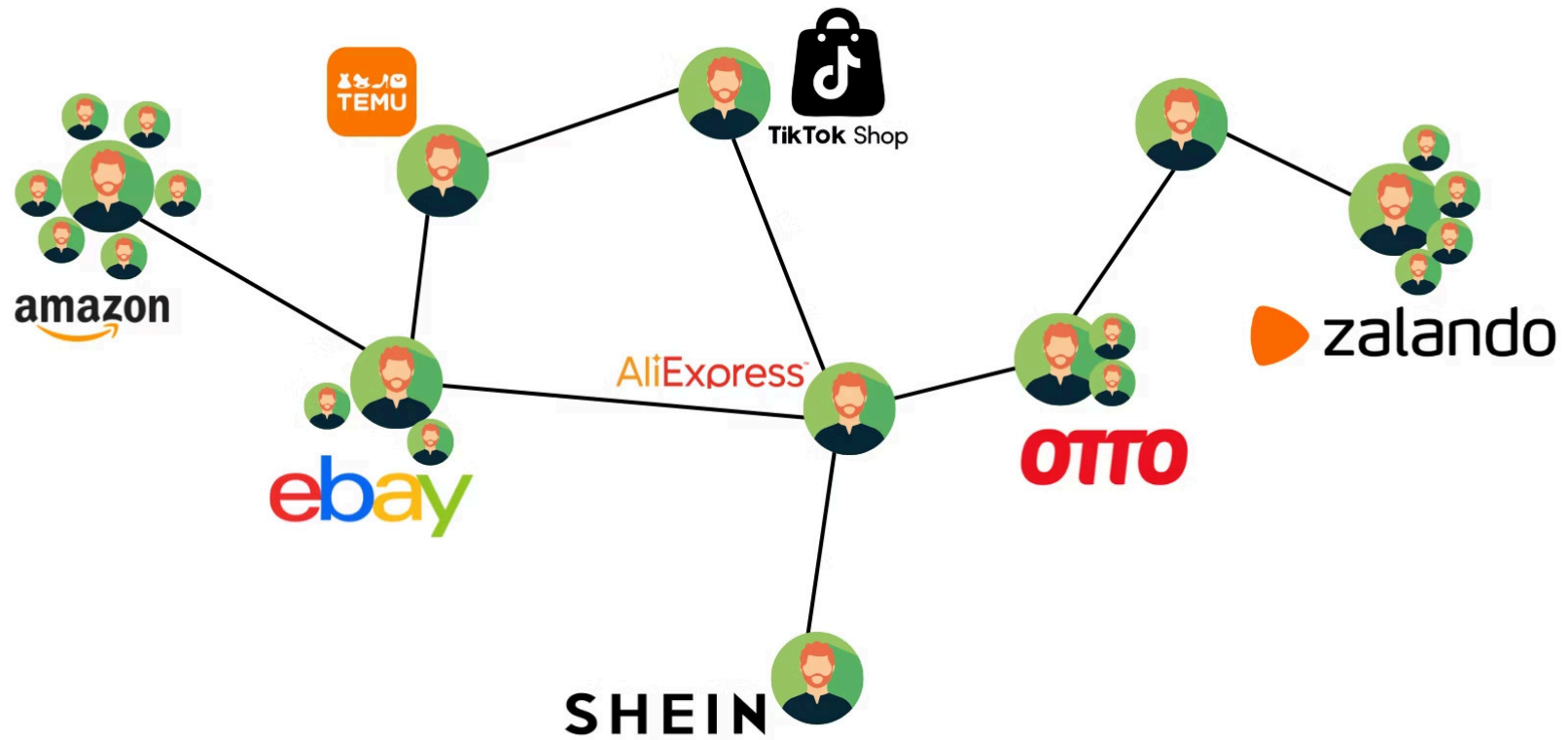
Similar Last Name combined with Identical Email Address and a Geo-distance within 25m.



Dynamic Personal Match

Nickname, Similar Last Name, Similar Date of Birth, and the Same Phone Number converge to confirm identity.

Tilores leverages advanced algorithms for similarity matching, including Cosine similarity for comparing text strings, Levenshtein Distance for measuring the difference between two sequences, and phonetic similarity algorithms like Metaphone. This allows for accurate matching even when there are variations in spelling, pronunciation, and data entry errors.



Companies House Directors ...
READY

Dashboard

Manage Instance

Data Schema

Create Rule

Matching

Rules

Matchers

Extract / Transform

Tokenization

Text Comparison

Integration

GraphQL API

Snowflake

Webhook NEW

Advanced Settings

Search Entities

Ingest Data

Analytics

Documentation

hendrik.nehnes@tilotech.io

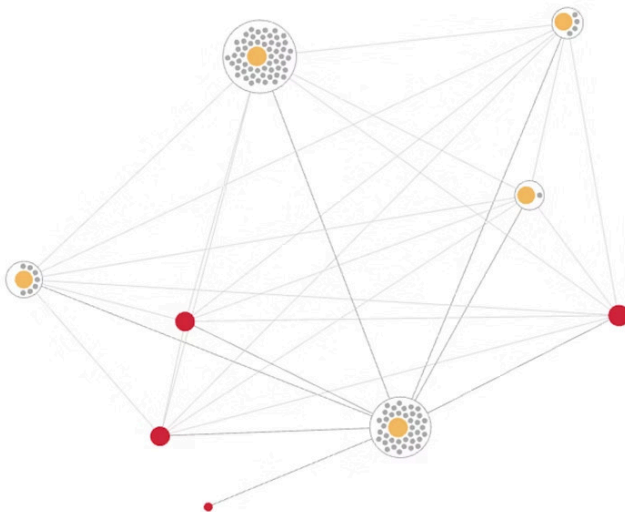
Search Results

Inspect your entities either via graph view or data view. In the graph view red dots represent normal records and the clusters of orange and grey dots represent duplicate clusters with the orange one being the original record.

GRAPH VIEW

DATA VIEW

INSIGHTS



← SEARCH AGAIN





Single Customer View

Personal Info

First Name: Vincent
(90%)

Last Name: Van Gogh
(98%)

Contact Details

Address:
Mittenwalderstrasse 7,
Berlin 10961 (96%)

Email:
vincent_van_gogh@gmail
l.com (85%)

Phone: +49 1590 1999
434 (89%)

Delivery Preferences

Packages received (30 days): 24

Packages in delivery: 3

Preference: Leave with neighbour Schmidt

Activity Summary

Support tickets open: 0

Support tickets closed: 3



150 Million Records

3 Weeks, 99.5% Accuracy

150M

Records Processed

38.1M

Unified Profiles

100ms

Response Time



From Data Problem to **Competitive Advantage**



Delivery Operations

Reduction in failed deliveries through accurate address matching and customer communication preferences.



Customer Service

First-contact resolution rates increased through complete customer history visibility across all channels and retailers.



Fraud Prevention

Real-time detection across all channels prevents fraudulent orders and reduces chargebacks through network recognition.



Revenue Growth

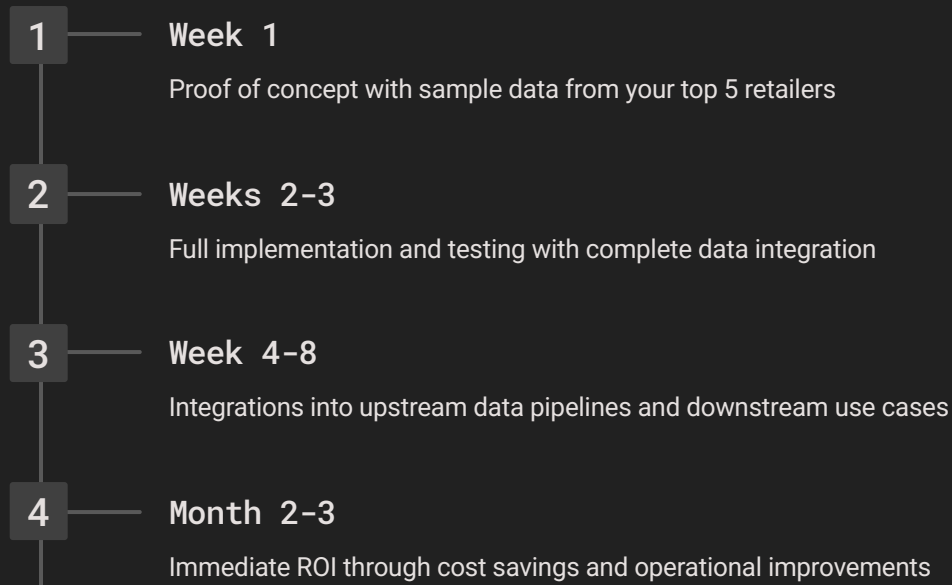
Household insights enable **cross-selling opportunities** and improved customer lifetime value calculations.

Foundation for AI and predictive analytics - clean, unified data enables advanced machine learning models for demand forecasting, route optimisation and GenAI-based applications.



Transform Your Customer Data

RoI in Weeks not Years



Ready to Start?

Let's discuss your specific data challenges and design a pilot programme tailored to your operations. Contact our team for a consultation and demonstration using your actual data samples.

steven@tilores.io

