



Identity Resolution in Last-Mile Logistics

Creating the Single Customer View

Every Retailer Sends Customer Data Differently

Tiktok Shop

"addressLine1": "4 Glendale Swinton Clifton Manc", "addressLine2": "hester "

eBay

"email": 769a65f3fe02adb4eb33@members.ebay.com; "addressLine1": "4
Glendale ebayfdfoxfr"

John Lewis

D Mason-Brown



Same Customer

Identical person, identical address

Multiple Formats

Different systems, different standards

Zero Single Customer View

Impossible to identify unique customers

150 Million Records

3 Weeks, 99.5% Accuracy

150M

Records Processed

38.1M

Unified Profiles

100ms

Response Time



How Advanced Identity Resolution Solves Real-World Chaos



Address Intelligence



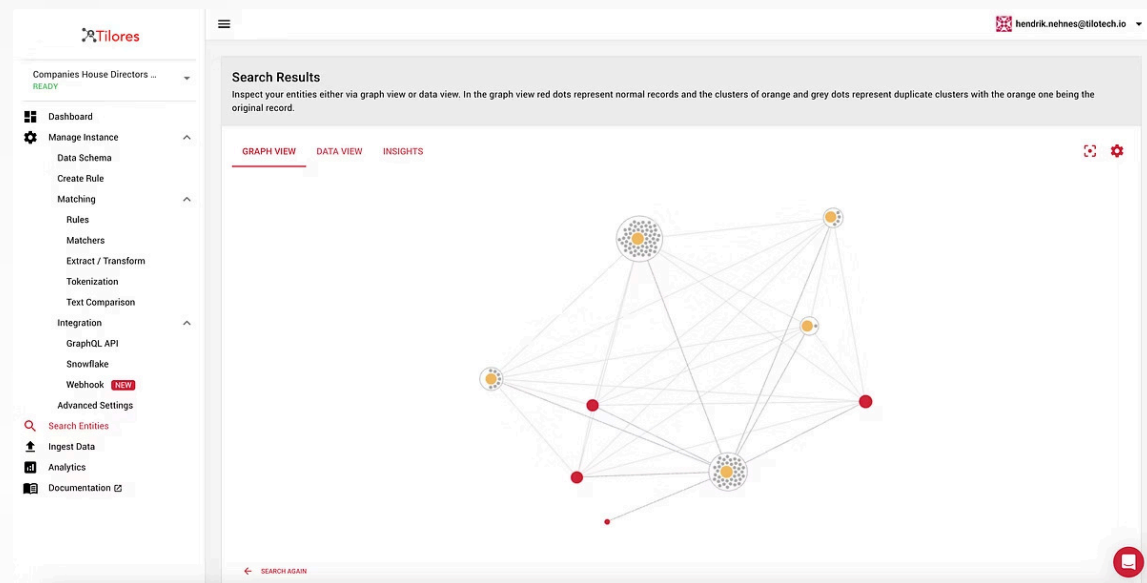
Name Variations



Household Mapping



Fraud Detection



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

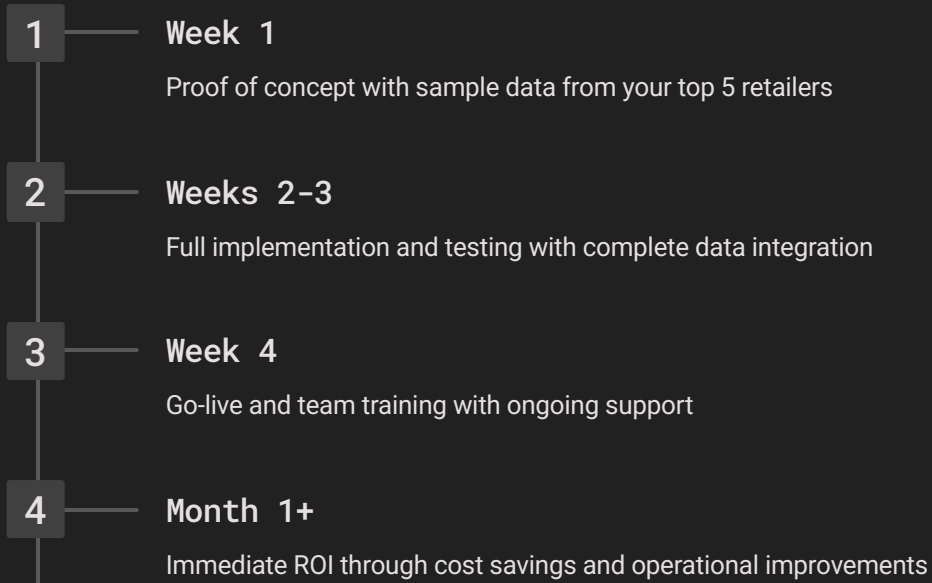
Household insights enable **cross-selling opportunities** and improved customer lifetime value calculations.

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

