

Netrics Success Story

Improving Service, Cutting Costs with Better CRM Data Access

Netrics Real-World Matching Platform™
enabled a union pension fund to consolidate multiple, fragmented member accounts, overcoming years of inaccurate and variant data inputs

The Client

Client "P" is a union pension fund serving approximately 200,000 members.

Situation Analysis

P's member account information was badly fragmented from years of collecting and working with dirty, unreliable account data. This fragmentation was negatively impacting the fund's ability to provide accurate account information and was running up pension fulfillment costs. As part of an IT system upgrade, P wanted to resolve this problem.

P collects pension contributions from each employer a union member works for. In this union, members change jobs frequently, and with each new job, new pension contribution forms are filled out. Bad handwriting, data entry errors, fields truncated by legacy data systems, and other mistakes mean a single individual may have pension contributions submitted under multiple accounts - and the fund's records go back decades.

This results in two problems.

First, a union member who calls the fund to learn his or her pension balance is likely to receive inaccurate information since a lifetime of contributions may be split among many accounts - any one of which might be alarmingly low. Call center and customer service staff waste time playing detective, trying to uncover all the identities under which a single individual's contributions have been submitted without lumping in unrelated contributions.

Second, once the member becomes eligible to receive pension benefits, multiple checks may be sent to the same individual from each "variant" account in their name. While the total of these payments is correct, achieving them through multiple mailings causes check printing, handling, and mailing costs to skyrocket.

The Challenge

P needed to be able to search its account records effectively, overcoming variations in how account-identifying information was recorded or requested. This capability would streamline account access and customer service functions, and would facilitate reconciling fragmented accounts.

The Netrics Solution

P elected to use the Netrics Matching Engine™ for interactive search, and as the foundation for reconciling fragmented account data. P's systems integrator needed a little over a week to fully integrate Netrics' search capability into P's account tracking system.

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 **NETRICS**
Data Problems Solved

Successful Outcome

As a result of more intelligent, more flexible search provided by Netrics, fund P is able to look up client information more accurately and more completely. Also, as more and more fragmented accounts are identified and reconciled through Netrics' search P is seeing is payout and fulfillment costs drop.