harpin AI

The Cost of Getting a Person's PII Wrong is High

Protect Your Bottom Line

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Introduction

Imagine checking in to your cruise to the Bahamas; the agent explains that you've already boarded the ship! Your stateroom, dinner reservations, passport number, loyalty account and other personal information have been incorrectly assigned to another passenger with the same name.

Or, imagine being inundated with 30,000+ PII "takedown" notices from a law firm under CCPA (California Consumer Privacy Act), GDPR (General Data Protection Regulation), or Daniel's Law. How do you respond? Do you know what records in all your systems are related to the request? Can you confidently and reliably respond to this request with a high level of accuracy without having your entire team work on it as a manual emergency?

For businesses, poor PII assignment (a.k.a. Identity Resolution) is to blame for scenarios like this – translating to inaccurate customer identification, privacy breaches, frustrated customers and lost revenue.

Harpin AI's Identity Resolution service is here to help.
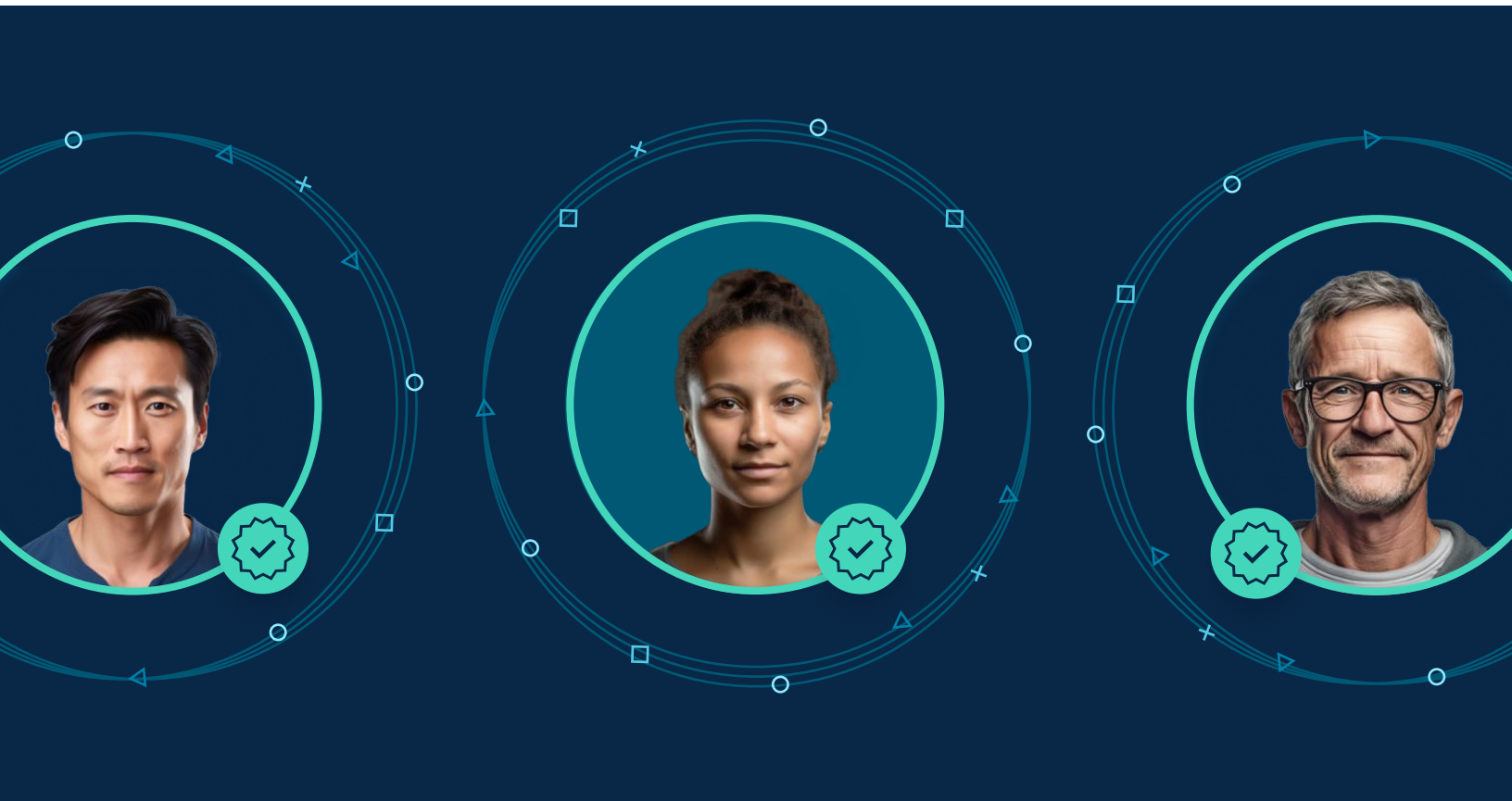
The Case for Accurate Identity Resolution

Accurate Identity Resolution isn't a luxury, it's a necessity. It builds trust, fosters engagement, and safeguards compliance across industries; whether you're guiding tourists on a personalized sightseeing adventure, catering to online shoppers, or welcoming guests to a hotel stay.

Let's explore its impact:

Legal & Compliance
Shield your organization from hefty fines and reputational damage by ensuring sensitive information reaches the right individual, adhering to relevant regulations like KYC and AML.

Sales & Marketing
Deliver personalized experiences and maximize ROI by targeting customers with laser precision based on their unique behavior and preferences. Picture travelers receiving tailored recommendations for tours and activities, shoppers finding the perfect product suggestions, and hoteliers offering customized amenities based on guest preferences, without offering a free room to the 'wrong' person.

Customer Service & Customer Support
Empowering agents with instant access to accurate customer details, at all customer touch points, enables swift issue resolution and a positive experience. Imagine a world where every guest receives personalized attention and seamless assistance.

Streamlined Operations
Eliminate inefficiencies caused by inaccurate data, optimizing resources and boosting overall efficiency. Imagine a world where every boarding pass scans smoothly, every order is delivered to the right address, and every guest check-in is a breeze.

Harpin AI's Accuracy Advantage

We go above and beyond to ensure the highest accuracy possible, meticulously verifying customer historical identity, transaction, and event data points.

Our benchmark includes:

10 critical PII data fields
We considered every possible combination of these critical PII fields for matches and non-matches, from names and addresses to emails and phone numbers.

50 real-world examples
We curated 50 examples for each combination, capturing scenarios from typos to intentional obfuscation, ensuring we cover even the most challenging situations.

Rigorous evaluation
Harpin AI's team of experts (up to 5 human experts per record) labeled each example, ensuring inter-rater agreement and capturing real-world complexities.

This meticulous approach guarantees our accuracy metrics reflect the toughest real-world challenges, so you can confidently match every identity record to a real person. No more false merges of a consumer's PII data.

SECTION 03

Unveiling the "Black Swan" of Identities a.k.a Eliminating Gross Errors

We don't just test for common errors; we cover all theoretically possible scenarios. Just because you haven't encountered a specific combination of fields leading to misidentification doesn't mean it won't happen. Harpin AI prepares you for the critical yet rare data events that lead to incorrect assignment of PII to the wrong person.

Setting the High Bar

Our results represent worst-case scenarios, ensuring you get an accurate picture of our capabilities even under the most demanding conditions. We tackle big data through Multi-Pass Blocking and Distributed Clustering, then refine results with Distributed Edge Pruning and Attribute-Specific techniques for normalization, matching, and indexing. Machine learning further enhances accuracy for complex data relationships.

Here are the results:

94.72%
ACCURACY
Confidently identify almost every consumer correctly

98.27%
PRECISION
Identify the right individuals with exceptional accuracy

92.45%
RECALL
Ensure almost all rightful passengers board the train

95.27%
F1 SCORE
A combined measure reflecting our exceptional performance

Beyond Batch Mode: The Power of Identity Graph

Our online results wouldn't be possible without our high-performing Identity Graph database, which acts as a comprehensive travel manifest, storing all matched identities for future reference and enhanced accuracy. The Identity Graph is available for the critical real-time use-cases such as resolving a customer issue while they are waiting on the phone.

When you've got to be right. Pick harpin AI.
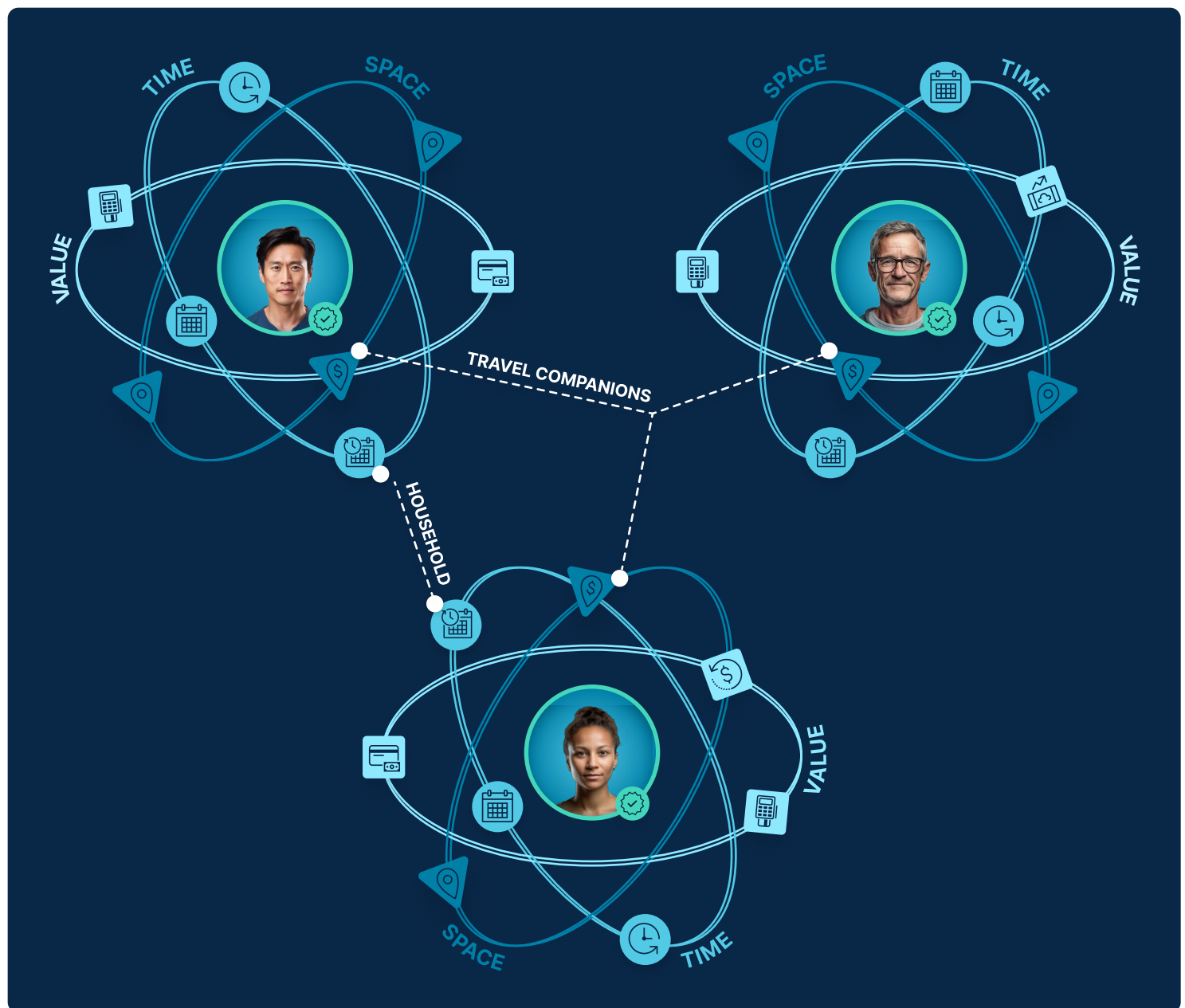
Conclusion: Identity Resolution Done Right

Harpin AI is not just another identity resolution tool; it's your trusted partner in correctly identifying and assigning PII to the right person. We combine thought leadership with cutting-edge technology to deliver unparalleled accuracy, impossible with legacy solutions.

Harpin AI seamlessly integrates with existing platforms, ensuring every guest is on board, in the right room and assigned to the right transaction.

Bottom line: The cost of getting a person's PII wrong is high.
Protect your bottom line. Choose harpin AI.

Ready to improve your data quality?

Contact us today!

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Identity data **made smarter**

Appendix

Accuracy

The ratio of correct predictions to total observations

Precision

The ratio of correct positive predictions to total predicted positives

Recall

The ratio of correct positive predictions to actual positives

Record

Information provided by an individual during an interaction

Profile

An amalgamation of multiple records of a person

Identity Resolution

The process of matching identities across disparate data sets

Identity Graph

Database that houses all the matched identities

F1 Score

The weighted average of Precision and Recall