

How River Island use CACI's ResolvID to effectively perform identity resolution on customer data



Background

River Island is a beloved high street retailer that has brought leading fashion trends to UK shoppers for over sixty years, with both a digital and in-store presence.

When the brand began building a marketing and analytics data technology environment with only a Single Customer View (SCV)-- a single record that merges all customer data-- available, they recognised the need for a SaaS solution that would be able to perform real-time identity resolution on customer data. This is where a partnership with CACI came to fruition-- leveraging ResolvID, CACI's cloud-native API, to receive data that has not yet been deduplicated, run a matching ruleset against it and return a single unique customer identifier to River Island.



Challenge

Bringing the entire SCV in-house posed a significant challenge to River Island, having to terminate many data feeds and re-evaluate incoming and outbound data that lacked clarity. The original data feeds were also set up by employees who had since left the business, resulting in a trial by fire with their SCV.

Solution

CACI configured ResolviD, a cloud native solution hosted on Amazon Web Services (AWS) Cloud infrastructure, to supply River Island with data cleansing, standardisation, identity resolution and deduplication. Developed with a Microservices architecture, the bespoke platform offers significant advantages through its scaling, resilience and flexibility when rapid changes and improvements are required.

ResolviD comprises horizontally and vertically scalable Microservices that perform different functions with a seamless interface to enhance River Island's accessibility. The solution leverages advanced deterministic name and address matching techniques in conjunction with digital and non-digital identifiers specific to River Island customers and their data.



As part of this initiative, CACI took a three-step approach to effectively perform identity resolution on River Island's customer data. This began with a data quality validation and identity resolution ruleset design stage that focused on River Island's customer data to ensure no additional validation checks were required prior to matching. Over 20 million River Island customer records were migrated from the existing SCV solution and matched through ResolviD, which produced an initial customer match base for the real-time identity resolution. An analysis of the new customer groupings instilled River Island with the confidence of knowing that the ResolviD match keys were consistent with their existing SCV.

Running parallel to the first stage was the integration testing phase, where River Island was granted access to the test ResolviD system to begin the integration testing process, set up API calls against the test system to validate integration and confirm a successful connection to the API. This ensured River Island could continue their development while CACI provisioned the production environment.

Finally, River Island performed a comprehensive user acceptance phase as part of the go-live process to test the ResolviD API calls that support both real-time identity resolution and customer match base deletions in compliance with River Island's GDPR right to be forgotten and supplier retention policies.

Following this, CACI began the process of receiving delta records. As part of this process, CACI performed UAT on the data to ensure that the matching keys worked as expected after re-seeding River Island's base. After this analysis, River Island switched to real time identity resolution once the system was configured and performed their own end-to-end testing to move into production.

Identity resolution took place via a single feed of data that originated from River Island's SCV, sending data back to ResolviD's API. It utilised fields such as first and last name, address, postcode and email address. Once resolved, an identity was assigned a unique identifier, enabling a SCV of that individual's interaction with River Island.

Results/Benefits

Leveraging ResolvID has resulted in many tangible benefits for River Island, including the creation of various customer dashboards to monitor more targeted figures and generate better, more timely data that bolsters targeted customer campaigns. There have also been noticeable improvements in workload efficiencies, such as cutting down the time required to action workloads to increase the team's focus on refining their future strategy of doing more with their data to retain oversight on customer performance.

Real-time identity resolution has also fortified River Island's data strategy, as the team would previously have to deduplicate information weekly. Exploiting the data built in SCV and establishing business metrics to benchmark customers against have been key outcomes from this, presenting a business-wide opportunity to define a strategy and push it forward.

Ben Anderton, Technical Lead at River Island, shared how this real-time capability now enables the confident and immediate actioning of data and customer sign-ups to produce effective campaigns based on genuine buying behaviours and generate accurate results.



Once we swapped to ResolvID, the numbers we got were close enough to give us confidence that the deduplication received from ResolvID worked better than our previous managed service.



Mike Arons, Lead Business Analyst at River Island, also explained how a historic partnership with CACI and the security of CACI understanding the intricacies of River Island's data to gain a single view of customers, along with the ability to carry out the necessary identity resolution, is what prompted the unity for this project.



It seemed the right choice to use CACI, especially since we knew you were able to dedupe customers," he explained. "You knew our data and we know you had a real-time solution and those capabilities, so it seemed the obvious choice to ask [CACI]. With the deduping, we knew that we had to do it. We looked around at different solutions, but it seemed like we should use CACI. We knew that you could do it.





Outcomes/Future

In the coming years, River Island anticipates further building out their customer data mart, taking more ownership of their data and refining it to broaden its accessibility across the business. Taking their data to the next stage and applying their learnings from this initiative to more of their data to deepen their understanding also remains a high priority.

Ultimately, a positive working relationship, identity resolution capabilities and the power of ResolvID's identity resolution and Single Customer view outputs have taken River Island's data journey to new heights.



Working with CACI has felt like a really good, positive relationship," Mike shared. "Your de-duping offering was comprehensive, quick to implement and well-documented. Your team was very responsive and helpful and showed us some goodwill when we thought we'd have to send a whole load of records over to you for de-duping, we appreciated that."

"It goes really well when you have great relationships that have longevity to them rather than just a short-term thing," Michelle Smith, Digital Portfolio Manager at River Island, concluded. "It's been really positive from our perspective."





Call: +44 (0)20 7602 6000

Email: info@caci.co.uk

Web: caci.co.uk

CACI

do amazing
things with data