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7 things you can do today to gain more confidence in your data

Trusted data can be the rocket fuel that propels your business. Yet, our research shows that nearly a third of organizations suspect their customer and prospect data is inaccurate. Without a holistic view of your customer, how can you confidently deliver an exceptional customer experience?

Building momentum to address data quality starts with quick, measurable wins that have a meaningful business impact. Unsure of where to start? We've outlined steps you can take today.

Assess the current state of data.
It's time to go under the hood. Your first step is to diagnose what needs to tune-up. Is your data well-structured? Are there gaps? Profiling your data allows you to flag outliers, duplicates, and inconsistencies so you quickly pinpoint issues and where to look to fix them.

You can correct errors on the spot, but also consider a data quality plan to address the core issue so you can be proactive in fixing bad information. Where is information breaking down? That step is key to improving the trustworthiness of your data.

Set organizational data quality rules.
Our research shows human error is the largest contributor to inaccurate data, but your data quality plan should tackle this head-on[1]. Define, document, and communicate data standards and processes to prevent bad information from leaking in.

Consider assembling a team of cross-departmental data owners to develop processes around data security, monitoring, reporting, issue resolution, compliance, and others.

Roadmap a quick win.
Quick wins build momentum and credibility around data quality initiatives. Sixty-one percent of organizations report long wait times for actionable data insights[2], so start with a specific, smaller project. Try improving contact data quality at the point of capture or removing duplicates in one large data set. These quick wins give you tangible results to help foster organizational buy-in.

Hone in on duplicates.

Duplicate records can interfere with your business's operational efficiency and decision-making. Thirty-one percent of data management professionals say a lack of data standardization is the top barrier to gaining a single customer view[2].

Think of impact reducing 10 million redundant customer records to 2 million would have on your business. Streamlined, accurate data can help you achieve a single customer view so you can keep happy customers and drive business goals.

Discover links among your customer records.

Customer data can be fragmented or siloed. To fix these faults, data matching can help you identify links between similar records that contain keyboard errors, nicknames, or multicultural name variations.

Eighty-one percent of organizations report progress with linking data from different databases after implementing a data quality solution[3]. It's your turn. Matching and consolidating data is the key to improving the integrity and accuracy of your database.

Enrich your customer records.

Build a more complete view of your customers and prospects by using data enrichment to append additional attributes to existing records. Sure, you may have a buyer's address and phone number, but what about their buyer propensity or lifestyle preferences?

Our research shows 50 percent of shoppers want their personal information collected for a customized shopping experience[4]. Enriching your data gives you greater intelligence and insight into your customers to improve business decisions, personalize communications, and generate revenue. It's a win-win!

Set yourself up for ongoing success.

You wouldn't want all that hard work to go to waste. Maintaining momentum and progress starts with standardizing workflows, dashboards, automated rules, and notifications to flag bad data. This is how you make your data work for you, your business, and your customers. You've got this!

The journey of a thousand miles starts with one step. Better data quality can improve everything from decision-making to gaining a competitive advantage. When you have more confidence in your data, you can activate its true potential.

Transform your organization with trustworthy data.

Start now