

Cultivate happy customers

by enriching your customer profiles

Getting to know your customers can be difficult. And with more customer communication channels, you are bound to have a few blind spots. Is what you have accurate? Are you missing any key insights?

Delivering a superior customer experience starts with data enrichment.

Enriching customer profiles fills in the gaps to empower you with a rich, comprehensive customer view so you can deliver personalized experiences. Hello, loyal customers and bottom-line growth.

Let's get started.



72% of organizations report data quality issues impact customer trust and perception.

1. Assess your data. Check your data for any incomplete and invalid records, like missing or incorrect contact information. This will show you the scope of your data problem.

- ✔ If you see unreliable data sets, data profiling tools will help you recognize and fill those gaps.

2. Fix your bad data. Improve your data quality by cleansing your database, merging duplicate records, and validating and verifying errors in your data sets.

- ✔ Use tools that have de-duplication and cleansing capabilities to correct these issues.

3. Enrich your data. Append rich customer insights so you can gain a better understanding of your customers. This way, you can personalize your efforts based on customer needs and desires.

- ✔ With our 900 available data attributes, you have insight into financial data, buyer propensity, auto data, and more!

4. Use technology. Implement user-friendly tech to empower your staff to maintain data quality on an ongoing basis.

- ✔ The right solutions validate, standardize, enrich, profile, and monitor your customer data—and they support governance initiatives.

5. Train your people. Coach your staff on common formats for classifying customers and structuring data records so they can deliver excellent customer experiences.

- ✔ The right people and tools allow data to become a discipline within your business, rather than a one-time project.

Interested in a more singular view of each customer?

[Learn more](#)

