

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 current customer and prospect data is inaccurate in some way. You can improve your organization's data quality in small, meaningful steps. In fact, why wait? Take any of the following steps today—one at a time or in tandem—to help you gain more confidence in your data.

- ☐ **Assess the current state of affairs.**
Understanding what's happening within your current data landscape and finding out issues first-hand can set you on the path to improving them. Data profiling is a means for you to discover outliers, duplicates, and inconsistencies with your data sets. You can correct errors on the spot or use them to put a data quality plan in place. Visibility into problems can help you prioritize and be proactive in fixing them, improving the trustworthiness of your data.
- ☐ **Set some organizational data quality rules.**
Defining standards and rules for your organizational data and communicating them will keep teams informed and more in sync regarding data quality efforts. It's important to ensure that the guidelines you set are consistent and applied across your entire organization. The rules and standards you define will structure your data quality initiatives and can be effective in comparing your data against them.
- ☐ **Figure out a quick win.**
Quick wins can give your data quality initiatives credibility. You can start with specific smaller projects, like improving contact data quality at the point of capture, or removing duplicates in one large data set. With quick wins, you'll have demonstrated results that can point to and help foster organizational buy-in for data quality projects.
- ☐ **Home in on duplicates.**
Duplicate records can interfere with your business's operational efficiency and decision-making accuracy. Think of the impact reducing 10 million redundant customer records to 2 million would make on your business processes. Streamlined, accurate data can help you achieve a single customer view that sets you up to build great relationships with your customers.



Discover links among your customer records.

Customer data can be fragmented or siloed. Data matching can help you identify links between similar records that contain keyboard errors, nicknames, or multicultural name variations. This helps you consolidate data from disparate sources and improves 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? The more you can arm yourself and your organization with up-to-date customer information, the more you can use the improved data to provide a superlative customer experience that sets your business apart.



Set yourself up for ongoing success.

Create a workflow that helps you continuously manage your data and enable any of the previous steps. Dashboards, automated rules, and alerts will help you feel more confident that you are working with data that you can trust.

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

Transform your organization with trustworthy data.

Start now