experian™

Data Strategy Service

Improve your organisation's data with a range of data services from Experian

Identify, improve and maintain your data quality with Data Services from Experian

Reduce wasted resources and improve customer service

What is the solution?

An assessment of your customer data management systems, tools and processes that makes recommendations for the implementation of data quality and management strategy. The service benchmarks your current data processes using the Experian data governance maturity model against key governance focus areas. A series of recommendations will be made to help move up to the next level of maturity where applicable, and a data strategy blueprint will be developed for your business. The service is scalable and can be adapted to single departments, separate business units or the entire organisation. The component parts of the service are customisable, specific parts of the assessment can be dropped or added depending on your particular requirements.

Who should be involved?	What do you need to do for this service
01. Super users of the key applications	**Prior to visit** 01. Identify key stakeholders
02. Managers from the departments or teams participating in the assessment	02. Arrange interviews for stakeholders
03. Data Strategy/Governance department	03. Book meeting room for interviews
04. Compliance department	04. Prepare system or application demo if applicable
05. IT department	**During the visit** 01. Interviews and meetings conducted
06. Application owners	02. Demo of system performed where necessary
07. Data owners	03. Data flow/structure diagrams explained
08. Data analysts	04. Data analysis performed

What benefits will you get from this service?

Maximise value of customer data
Support and deliver increased revenue through improved data quality and aids understanding of enrichment potential

Improve ROI
Identify where poor data processes are costing the organisation money and how simple resolutions can be implemented, realise savings of marketing spend by channel and market segment

Reduce Risk
Safeguard your business reputation by ensuring customer data is secure and well-maintained and understand existing customer activity

Achieve Best Practice
Compare customer data practices to others in the same industry and gain tangible recommendations for improvement through a data strategy blueprint

Gain management buy-in
Supports case for investment in data quality and management solutions and changes to internal business processes where necessary
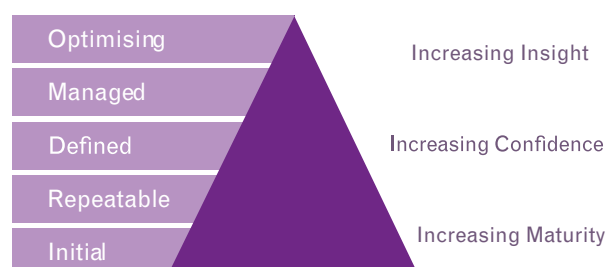
What is involved in the process?
Experian's experienced consultants will work with you to decide what your requirements and priorities are concerning customer data.

Across the organisational divisions selected, 8 possible focus areas of data governance practices can be reviewed as part of the audit. Interviews will be conducted with key contacts from each business area that is included in the audit. Diagrams of the applications involved and/or diagrams of data flows between the applications may also be required.

Focus areas:

Data Quality	Process & Policies	Roles & Responsibilities	Systems & Architecture
Insight & Reporting	Security & Audit	Compliance & Risk	Data Strategy

Maturity model

Optimising — Increasing Insight
Managed
Defined — Increasing Confidence
Repeatable
Initial — Increasing Maturity

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Why should you buy this service?

Tangible outputs	Practical recommendations	On-going support	Minimal up front time investment
✓ Report gives a complete picture of the customer data processes, tools and systems in place and how they are used	✓ Actionable steps that will have direct impact on the ROI through efficiencies	✓ Experian Data Quality's Professional Services team can assist with implementing solutions or business process changes identified	✓ A series of short interviews with key personnel: data owners, front-line staff and managers
✓ Diagrams illustrating customer data flows and storage are included	✓ Short, medium and long-term recommendations to achieve best practice	✓ Further and on-going audits can show improvements made and progression can be tracked against the Data Governance Maturity Model	✓ Recommendations and findings report produced off-site by Experian
✓ Report detailing potential value add of additional data	✓ Entirely weighted to unique priorities for your business		✓ Presentation to augment documentation

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