

Data quality for enterprise applications

Transform your process efficiency, decision-making, and customer engagement by improving data accuracy

Data quality for enterprise applications delivers clear results

Transform data

Making the most of your investment

You've invested time, money and resources to ensure your CRM or ERP platform integrates as effectively within your business as possible.

You've aligned processes and systems to drive efficiencies across teams and business units, and built bespoke, in-house integrations to ensure improved performance and output. Yet, there is one critical asset that underpins all these efforts as well as every other aspect of your business strategy.

Your data

If the information you hold on your customers and prospects isn't accurate, how can you expect to make informed decisions? Introducing an effective data quality strategy for your enterprise applications should be right at the top of your agenda.

Data quality for enterprise

Experian Data Quality offers a comprehensive range of off-the-shelf tools and bespoke solutions to improve data quality within your enterprise applications.

Our market-leading solutions and services can help you manage the accuracy of your data, at point of collection and over time, by helping you scope and execute a sustained data strategy; one that will drive tangible changes in business performance.

Step-by-step data quality assistance

The business benefits

Data decays over time. Unfortunately, this is an inescapable fact, and one that you must address if you want your enterprise application to operate efficiently.

Adopting a data quality strategy for your enterprise applications can have the following benefits:

Informed decision making

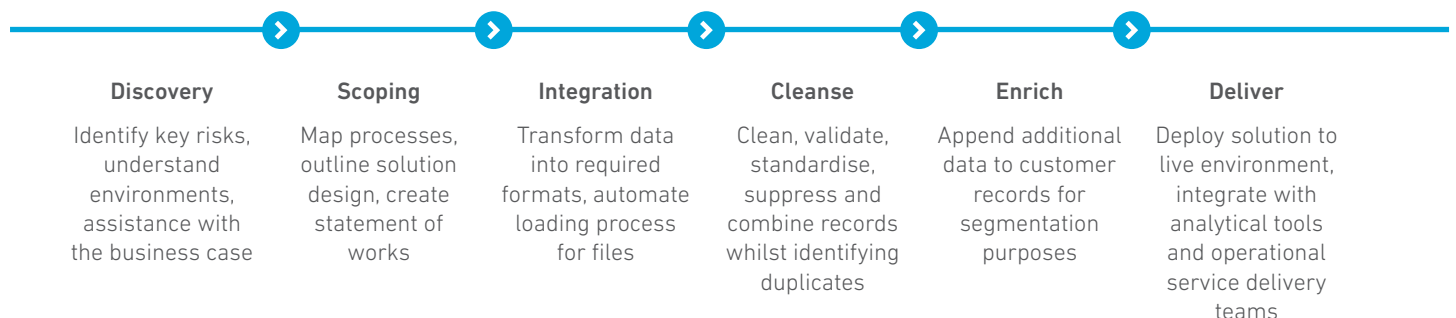
Accurate data informs stronger decisions. By improving the quality of your data you will provide your organisation with a robust platform for reporting and analysis. You will benefit from more accurate business intelligence, which can be used to guide the board when deciding business policy and strategy.

Improved business efficiency

Unlock extra operational efficiency from your investment by implementing a more robust data strategy. Accurate data is essential for more efficient sales follow up, streamlined invoice-to-quote procedures, targeted marketing communications, efficient logistics and supplier relations, financial regulation compliance and clearer information for analysis and reporting.

Improved brand perception

Ensure a contact forms a good impression at every touch point they make with your organisation, to boost loyalty and repeat business. From something as simple as capturing a contact's full address from minimal information, to more complex objectives like linking vast amounts of historical data to form a single record in your CRM system; your customers expect you to get their details right.



Data quality for enterprise applications

Support for regulatory compliance

Adhering to changes in the government's data regulations can be costly and resource intensive. By introducing a coherent data quality strategy you will be able to respond quicker to the changes and reduce the cost of doing so, because your data will already be fit for purpose.

Targeted communications

Accurate customer and prospect information will ensure your communications can reach the right contact at the right time. This will result in more cut-through, better informed customers and prospects, and stronger relationships.