

Data Cleansing

3 Easy Steps to Maximise Your ROI

Data Cleansing is an essential part of your data management strategy. Clean data can save your organisation time and money, boost employee trust in your business systems, and improve your customers' experience.

Rapid digital transformation and the increased focus on the customer experience has made businesses reliant on high-quality data more than ever before. **The moment data enters your database it should be actionable.**

93%

of businesses had data management issues **as a result of the pandemic.**



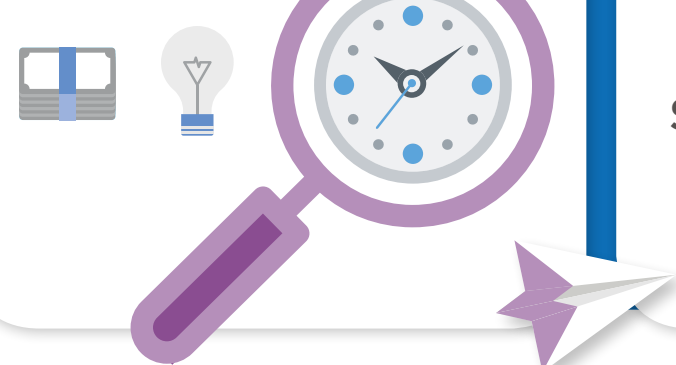
50%

believe their CRM/ERP data is **clean** and can be fully leveraged.

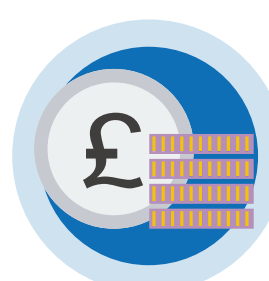


Why is Data Cleaning important?

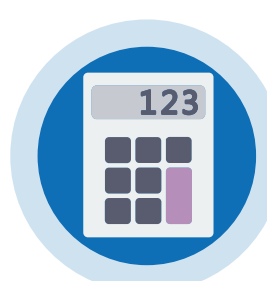
Clear data means clear business objectives.



Having **clean data** can...



Save you money



Increase your organisation's efficiency



Improve your customers' experience

What is Data Cleaning?

Data Cleaning (or Data Scrubbing) is the action of **identifying and then removing or amending** any data within a database that is:



Incorrect



Incomplete



Duplicated



Irrelevant/
unnecessary

Your guide to effective Data Cleansing

STEP

1

Profile your data to understand your data quality

The first step in any project is to **create a plan.**



You need to understand the **current state of your database.**



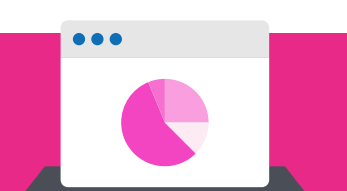
What kinds of **data errors or anomalies** could be lurking under the surface?



What **processes and tools** could be easily adopted by your organisation to keep data clean?



Consider a **Data Quality Healthcheck** to determine the accuracy of your records.

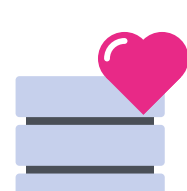


STEP

2

Understand your business requirements

Data quality tools are essential to achieve and maintain a **healthy database.**



The technology your organisation selects is **dependent on several factors including:**



Your data issues & technical infrastructure



Your team's data skills



Data usage and access



Financial budget

Several options are available for you to outsource or implement your data cleansing in-house. You can integrate data quality software into your existing tech stack for ongoing data quality check.

Our **Real-time Address Verification, Email Verification and Phone Verification** solutions validate the data before entering your database.

Our **Bulk Address Cleansing** solutions cleanse your existing data on-demand and in the format that suits you.

Our **Data Cleansing** service can be used to cleanse all of your records.

STEP

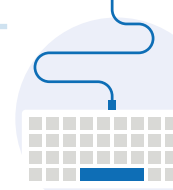
3

Maintain your data quality

Now it's essential to implement steps to sustain your **success over-time.**



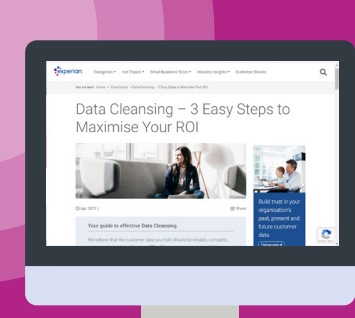
There are perks to having a **data quality management platform.**



You constantly have **control over the quality of data** and can be agile when new initiatives emerge.



However, it is possible to **outsource your data cleansing and still uphold quality.** Make sure you find a regular cadence to send out your records for validation.



We can help you deliver superior customer experience and build trusted data with our Data Cleansing.

Get your free **Data Quality Healthcheck** today.