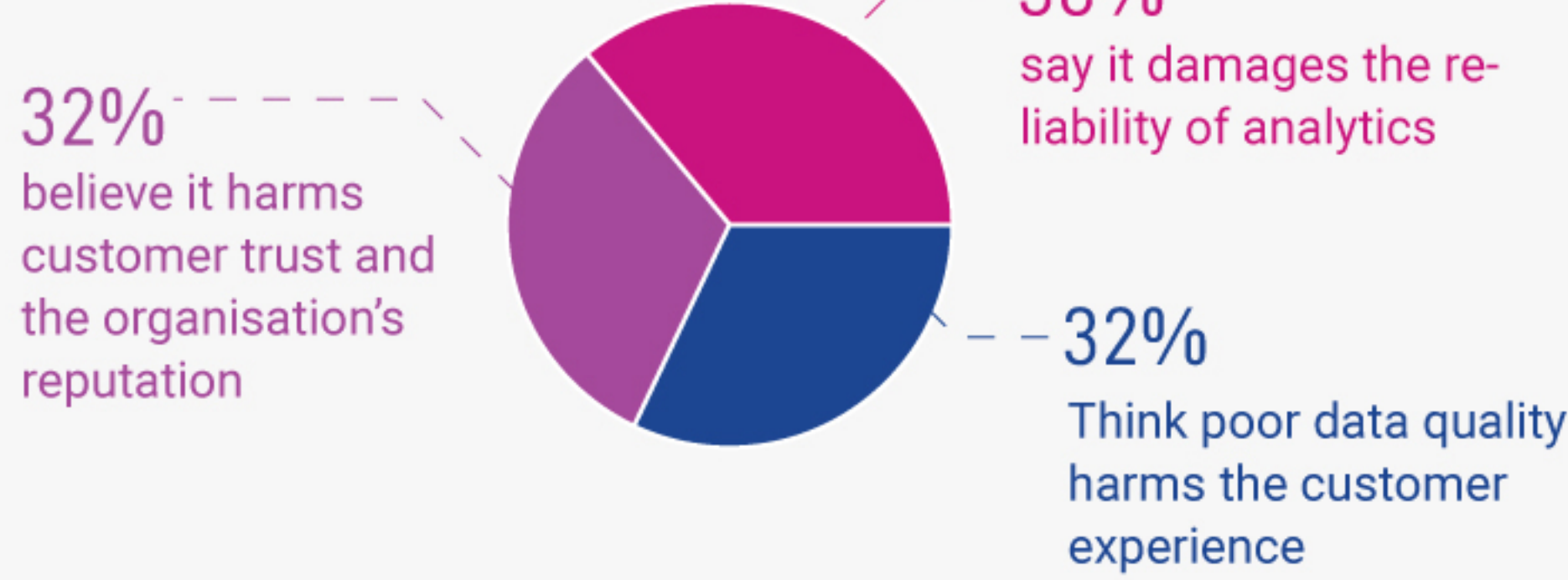


5 RISKS OF UNTRUSTWORTHY DATA

High-quality data is essential to running an efficient, effective, and compliant business.

95% of businesses say they have been negatively impacted by poor data quality.

Of those: -----



Your data quality could be costing you business - here's why:

#1 WASTED TIME -----

Poor data quality can slow down your business.



What happens when you find a mistake in your data?



- You'll have to spend time correcting the issue—and looking for similar problems.
- Manual processes take more time.
- You'll have to check your whole database for mistakes, such as deleting duplicate records.

Good data quality speeds up your data entry, analysis, and customer service response times.



#2 MISSED OPPORTUNITIES -----

Using poor-quality data to create insights about your customers makes it difficult to capitalise on opportunities.



Meanwhile, competitors could be using high-quality data to get ahead.

Improving your data quality gives you a better look into your customers' preferences—and the chance to identify new opportunities.



Your business becomes more agile and better equipped to respond to changes in the market.

#3 COMPLIANCE RISKS -----

Poor-quality data might be violating data regulations, which could mean heavy fines for your business.



A data breach or security violation can also affect the public's opinion of your company.

Improving your data quality lowers your risk of being out of compliance with data regulations.



#4 POOR CUSTOMER EXPERIENCE -----

Delayed deliveries, slow customer service responses, and generic messaging are often signs of poor data quality that affect your customer experience.



A bad customer experience makes customers less likely to return to your business or recommend you to family and friends.



Better data quality helps you build a great customer experience—from on-time deliveries to customised marketing messages. business decisions that work.

#5 UNRELIABLE DECISIONS -----

Fifty-five percent of business leaders don't completely trust their data.



Any decisions made using untrustworthy data could be unreliable or inaccurate.

Improving your data quality lets you feel more confident about your ability to make data-driven



DON'T LET BAD DATA HOLD YOU BACK

You don't have to live with poor-quality data. Experian has the tools and resources to improve your data quality.

Visit

<https://www.experian.co.uk/business/data-quality> for more information today!