

# THE 5 STAGES OF DATA QUALITY MANAGEMENT

## Laying the foundations for accurate contact data

**Data accuracy is the cornerstone to success—without it, organisations will continue to rely on that gut feeling and pass up the opportunity to make better and faster decisions for business growth. Our 2022 Global Data Management Research Report shows that 85 percent of organisations indicate that poor-quality contact data for customers negatively impacts their operational processes and efficiency and, in turn, hinders the chances of being flexible and agile. More companies are investing in people, processes, and data technology to ensure they have reliable and accurate customer data to make better and faster decisions for business growth. To create a robust quality data management process, we have created a best-practice guide that considers the 5 stages of data quality management.**

### #1 Migrate data to consolidate silos

Departmental **data siloes** restrict organisational effectiveness. By consolidating all the data you hold into a single system, you can enjoy greater visibility and a holistic view of what your true database looks like, which gives you the opportunity to understand what gaps you currently have and how they can be addressed. You should develop a concrete plan for what data needs to be moved, where it's going, and how you'll get it there.

### #2 Validate your data

Once all data is migrated, the last thing you want to do is fill a brand-new database with bad data. Prevent the collection of poor data at its source by implementing real-time validation tools that check and **validate data as it is entered** across all touchpoints. It ensures the information you hold in your system – postal addresses, email addresses and phone numbers – are correct, consistent and up to date, saving you time and money. This is important because routinely sending to invalid addresses can hurt your reputation with mailbox providers and cause deliverability issues. It can also protect you against fraud. Sometimes customers do not want to give their true identity, it might be because they are trying to sign up to get a second chance at a special offer, or there may be more sinister reasons. Real-time validation can also check not just that an email or phone number is correct, but that it exists in the first place.

### #3 Enrich your data

Make your raw data more useful by expanding it with additional information. Combine first party data from internal sources with third party data from external sources. **Enriched data** instantly becomes fuller and more detailed making it more useable, insightful and valuable. Combining enriched data with an identity resolution solution can aid in the creation of the single customer view, allowing for better segmentation and targeting of customers by developing personalised relevant messaging and more engaging experiences.



## #4 Building and Leveraging a Single Customer View

Implementing a Single Customer View is one of the fundamental success factors of a successful and competitive company. It demands cultural and systemic changes if the customer is to drive business priorities and marketing strategies. **Identity Resolution** can work quietly, consistently and regularly in the background. It is the key to knowing who your customers are in a way that is fuller and more holistic approach.

## #5 Routinely cleanse your data

Data needs to be cared for just like other key business assets. **Regularly review of all the data** within your database to either remove or update information that is incomplete, incorrect, improperly formatted, duplicated or irrelevant. Implementing an automated solution means this can be done quickly and easily, often in the background.

**Automated data quality tools are essential to achieve and maintain a healthy database. What's more you will gain greater control of your data and insight into its health which you can be leveraged to address wider business issues. Our data quality solutions with your existing technology stack ensures that accuracy is maintained over time and giving you the deep insights required to make smarter, more profitable decisions across your business. All our data management products, integrate effortlessly with your current CRM, ERP and eCommerce setup, including SAP, Microsoft Dynamics 365 Salesforce and Oracle systems with a quick and seamless set up.**

- Our real-time **Address Validation, Email Validation** and **Phone Validation** solutions can be seamlessly integrated into web forms, customer CRM or checkout carts to ensure data validity before the data enters your database.
- Unmatched data sources: Experian's data lists and sources are unmatched by almost any other **data enrichment** and location data services. Experian houses a variety of enriched reference data sourced by partnering with multiple data providers to help customers derive better insights for decision-making, enhance customer experience, and gain a competitive advantage.
- Our **data cleansing service** can be seamlessly integrated into almost any database, allowing you to cleanse your existing customer records on-demand and in the format that suits you.
- Traditional data migration strategies can be resource-intensive and fraught with peril. Eliminate the risk of leaving gaps in your data by choosing an intelligent, self-service data quality and enrichment platform, such as **Aperture Data Studio**. It covers all stages of the data migration journey from migration scoping to post-migration assurance and archival, with zero administration overhead.

Data management drives businesses forward. Having a robust data management process is crucial in determining how you acquire, organise, analyse and deliver your data to best support your business objectives.

**Take control of your data with our data quality management solutions at Experian today to improve performance and strengthen customer insights. [Learn more.](#)**

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