

Your Guide to **Effective Data** Cleansing

Data Cleansing is an essential part of your data management strategy. It reduces wasted spend, improves customer loyalty, and boosts trust in your systems. Yet, 30% of businesses suspect their customer data is inaccurate, that's where data cleansing comes in.



Rapid digital transformation and the growing demand for seamless customer experiences have made businesses more dependent on high-quality data than ever before. With AI powering real-time decisions and automation, data should be accurate, complete, and actionable the moment it enters your systems.



59% of organizations do



abandon 60% of Al

Why is Data Cleansing important?



Clean data means confident decisions



Save you money



Increase you organisation's efficiency



Improve your customer experience

What is Data Cleansing?

Data cleansing is the process of identifying and correcting records to keep your data accurate, complete and compliant. It involves removing or amending any data that is:



Incorrect







Irrelevant/ unnecessary

Clean data is essential for automation, Al-driven insights, and delivering personalised customer experiences.

Why is Data Cleansing important?



your data quality

Profile your data to understand







anomalies could be lurking under the surface?

of your records.

What kinds of data errors or





The technology your

dependent on several

Understand your

business requirements

Consider a Data Quality Healthcheck to determine the accuracy



factors including: Several options are available for you to outsource or implement your data cleansing









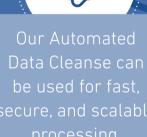
in-house. You can integrate data quality software into your existing tech stack for ongoing data quality check.



validate the data before



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





STEP Maintain your data quality









quality. Make sure you find a

We can help you build trusted data with our Data Cleansing solutions.

Find out more



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