

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 not measure data quality



Organisations will abandon **60%** of AI projects unsupported by AI-ready data

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



Incomplete



Duplicated



Irrelevant/unnecessary

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

Why is Data Cleansing important?

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

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 Automated Data Cleanse can be used for fast, secure, and scalable processing.



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

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 build trusted data with our Data Cleansing solutions.

[Find out more](#)