

TOP TEN TIPS FOR GOOD DATA QUALITY

1 DATA ENTRY STANDARDS

Define guidelines and enforce them where possible.

2 OPTION SETS

Where applicable, offer a list to choose from and avoid “free” text.

3 DETERMINE KEY DATA

Key fields should be mandatory so that only useful data is added.

4 ADDRESS MANAGEMENT TOOLS

Consistency and validity matter - in many cases they are critical.

5 DUPLICATE DATA - DETECTION AND CURE

Duplicate records will cost you efficiency, productivity and brand reputation. Deduping the database will cost you very little!

6 DUPLICATE DATA - PREVENTION

Users entering duplicates? Give them a powerful Search & Lookup to find existing records - even if the spelling isn't an exact match.

7 INTEGRATION TOOLS

Use appropriate tools to minimise the risk.

8 REVIEWING DATA QUALITY

Data quality is an ongoing strategy. Review and update it regularly!

9 TRAINING AND REMINDING

Knowing the business processes is as important as knowing how the system works. Train your teams on both!

10 DATA STEWARD ROLE

Actively promoting data quality can make a real difference. Have you considered appointing a Data Steward?

Looking to achieve good data quality?

Read the full article and take a look at how Paribus can solve the problem of duplicate data in your CRM.