

TOP 10 STATS FROM EXPERIAN DATA QUALITY'S 2016 GLOBAL DATA MANAGEMENT BENCHMARK REPORT

Data is an integral part to business strategy and decision making today. Its importance will only continue to rise, with the majority of sales decisions being expected to be influenced by customer data by 2020. However, the increasing appetite for data does not necessarily mean that businesses are able to adequately manage and use their data. This infographic will show you the current state of data quality and data management, and where it is projected to go in the future.

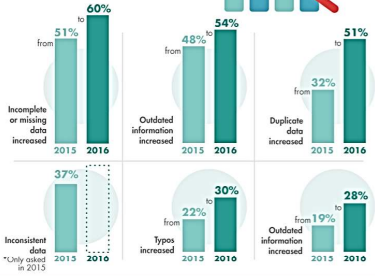
1. For the 6th year in a row, the #1 cause of inaccurate data globally is human error.



2. On average, 23% of all customer or prospect data is believed to be inaccurate.



3. Over the past year, businesses noted an increase in the frequency of data errors in the following areas:



4. Email, mobile phones, social media, landlines, and SMS are the most important types of marketing and customer communications to be used in 2016.



5. Over the next five years, businesses believe data management will evolve to:



6. 30% of businesses are using the creation of a high-quality data strategy to comply with industry or government legislation.



7. The responsibility of data is currently very fragmented, with multiple stakeholders and measured department-by-department, rather than across the business as a whole.



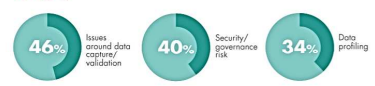
8. Less than a third of businesses (31%) have their data quality maintained centrally by a single director.



9. The biggest internal challenges to improving data quality are:



10. The biggest external challenges to managing data are:



Methodology:

Experian Data Quality has once again conducted a survey to look at global trends in data quality. This study looks at how data practitioners are leveraging and managing their data to generate actionable insight, and sees how data management practices are changing over time.



Produced by Loudhouse for Experian Data Quality in November 2015, the study polled more than 1,400 people across eight countries around the globe. A variety of roles from all areas of the organization were surveyed, including information technology, data management, marketing, customer service, sales, operations, and more. Respondents were chosen based on their visibility into their organization's customer or prospect data management practices. Organizations that were surveyed came from a variety of industries including IT, telecommunications, manufacturing, retail, business services, financial services, healthcare, public sector, education, utilities, and more.