

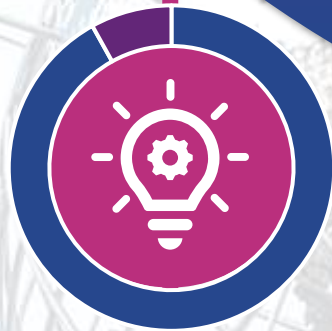
# Top 3 benefits of contact data quality

Reliable contact data is more important than ever before. With rapidly changing market demands and consumer needs, it's hard for businesses to keep up.

In a time where the competition is at an all-time high and positive customer experience is vital, organizations need to know who their customers are and how to reach them effectively.

Keep reading to learn about the top benefits of high-quality contact data and the best channels to reach customers.

1



## BETTER DECISION-MAKING

**92%** of organizations rank **better decision-making** as the top benefit of an agile data management program.

2



## IMPROVED CUSTOMER EXPERIENCE

**91%** of organizations rank **customer experience** as a top benefit of data management.

3



## OPERATIONAL EFFICIENCY

**91%** of organizations say **operational efficiency** is a top benefit of a flexible data program.

Leaders are seeing outstanding benefits when they implement a data management program with agility top of mind. Check them out:

- Business resilience
- Digital transformation
- Cost savings
- Revenue

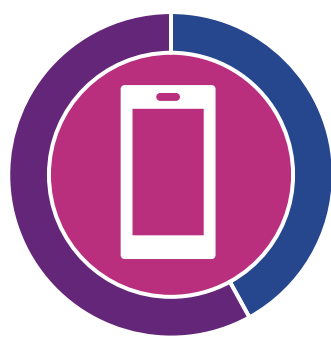


## TYPES OF CONTACT DATA

Organizations are interested in validating and enriching their data in the next year



EMAIL



PHONE



IDENTITY



LOCATION



SOCIAL

**89%** say contact data has become more important than ever to reach their customers during the pandemic and now

## Make data fit for purpose with data validation solutions

If you are looking for innovative ways to maintain market readiness, look no further. Contact data validation software can be your answer, creating a strong foundation for better decision-making, improved customer experience, and operational efficiency.

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