

Data quality across industries: Turn customers into fans

With abundant data, businesses can target customers more accurately than ever. As industries become increasingly saturated and competitive, understanding your customer and personalizing their experience of your brand is of the utmost importance.

We surveyed 500 businesses who are also thinking about this deeply, and a differentiating factor across industries presented itself: Data quality.



Retail

Top 3 challenges to data quality

 Significant data duplication	38%
 Poor data collections	38%
 Volume of data/# of databases	33%

83%

Improving quality of contact data is a top priority this year

75%

Enhancing customer experience is a top priority



95%

Better data quality = Better customer experience



Health

Top 3 challenges to data quality

 Lack of monitoring	49%
 Volume of data/# of databases	44%
 Poor data collections	40%
 Inability to handle real-time data	40%

80%

Improving quality of contact data is a top priority this year

69%

Enhancing customer experience is a top priority




91%

Better data quality = Better customer experience



Technology

Top 3 challenges to data quality

 Poor data collections	42%
 Data tool incompatibilities	41%
 Significant data duplication	41%

90%

Improving quality of contact data is a top priority this year

59%

Enhancing customer experience is a top priority




90%

Better data quality = Better customer experience



Manufacturing

Top 3 challenges to data quality

 Lack of monitoring	50%
 Volume of data/# of databases	38%
 Poor data collections	38%

88%

Improving quality of contact data is a top priority this year

62%

Enhancing customer experience is a top priority




90%

Better data quality = Better customer experience



Financial Services

Top 3 challenges to data quality

 Volume of data/# of databases	40%
 Lack of monitoring	35%
 Significant data duplication	33%

89%

Improving quality of contact data is a top priority this year

59%

Enhancing customer experience is a top priority

87%

Better data quality = Better customer experience



The proof is in the survey.

Businesses are seeing a positive return on improved data quality and will continue actively pursuing it. Across industries, an average of 90.6% reported that improving data quality has positively impacted customer experience, and 86% reported that improving quality of contact data is a top priority.

Survey results also show that future business plans will largely include **data automation**, with the goals of:

- better customer experience (90%)
- reduced customer acquisition cost (83%)
- greater customer retention (89%)
- changed customer behavior (75%)

Experian's data quality solutions can help

At Experian, we can help you correct and complete your contact database to ensure that the data you work with is high quality and ready to use. Whether you're working on specific data quality initiatives or building a full-scale data governance program, we have data validation solutions and a data quality platform that can help you make your data fit for purpose, big or small.



Experian's data quality platform



Address validation



Email validation



Phone validation

- Increase customer loyalty with consistent outreach, delivery, and updates
- Increase ROI on marketing with reduced spend on invalid phone numbers, emails and home addresses
- Achieve digital transformation initiatives with restored trust in the quality and accuracy of your contact data

We want to help. Contact our team today.