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 A

Top 3 challenges to data quality

83% Improving quality of

75% Enhancing customer experience is a top priority



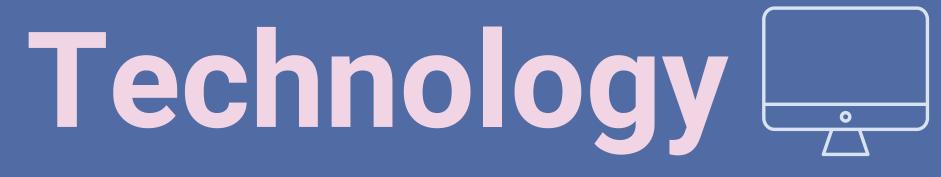
Significant data duplication	38%
Poor data collections	38%
Volume of data/# of databases	33%

contact data is a top	
priority this year	

Better customer experience



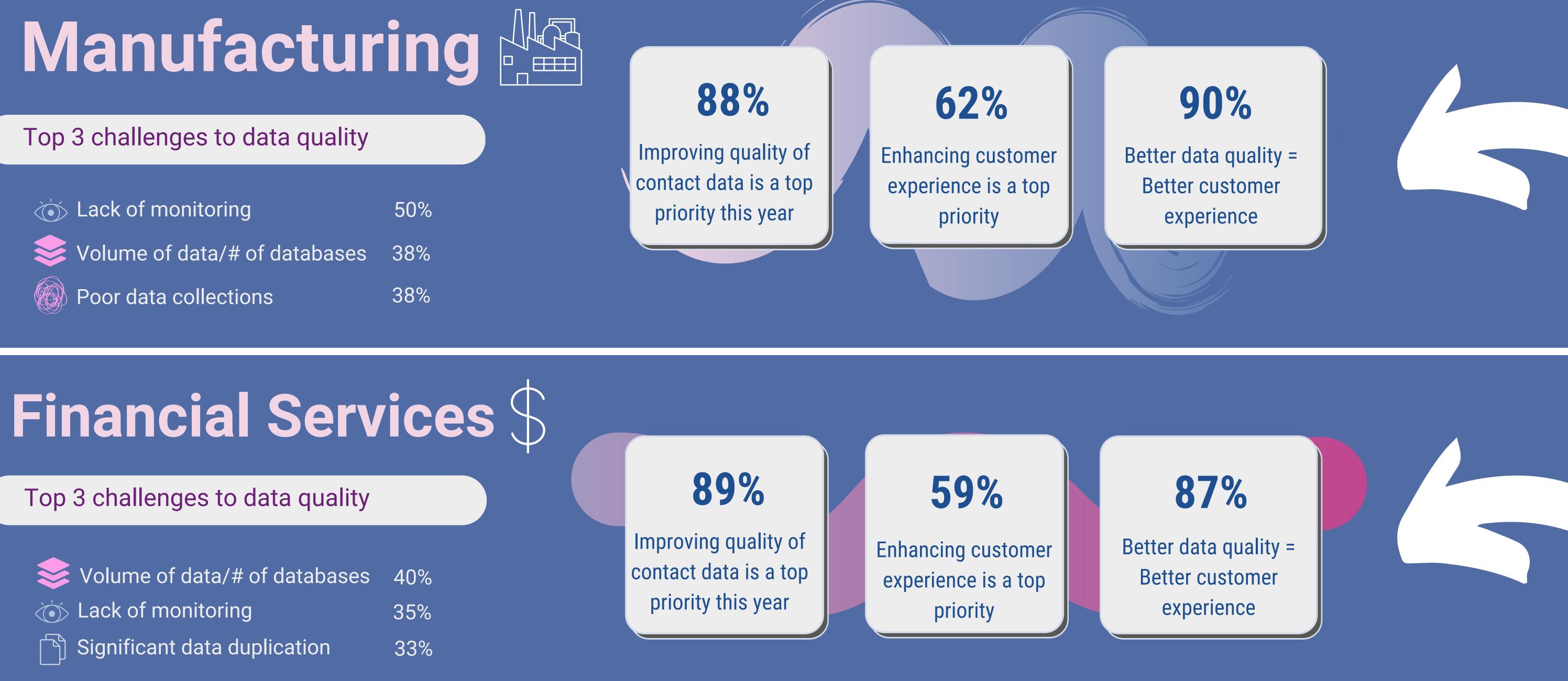




Top 3 challenges to data quality

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





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:

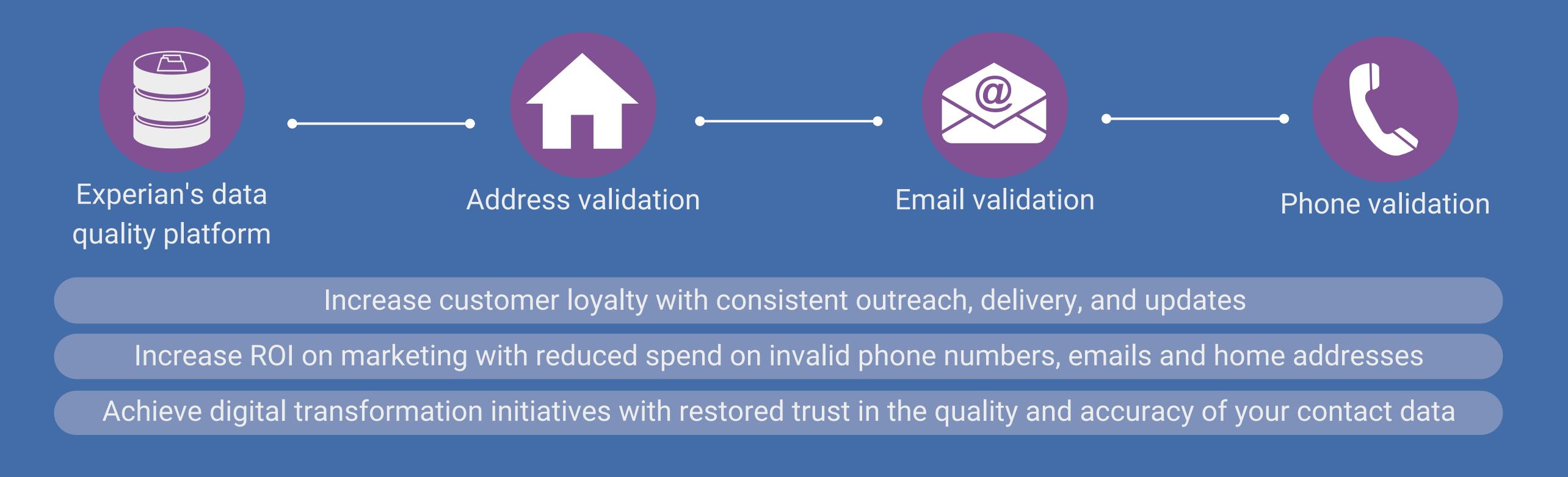
- better customer experience (90%)
- reduced customer acquisition cost (83%)

• 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.



We want to help. Contact our team today.

