

# 4 tips for data quality maintenance

In our data-driven world, **data quality has a direct impact on a company's operations, growth, and competitive standing.** With the right data management plan in place, you can ensure data remains consistent and accurate, but most importantly, actionable. Here are our foundational tips for boosting your data quality maintenance plan.

## Tip 01

### Embrace data automation

Experian research found that 77% of business leaders say data quality automation will be important to their organization moving forward. With automated software, you can manage, profile, validate, standardize, and harmonize data more quickly, with reduced risk of human error.

[Read the full research report](#)



## Tip 02

### Leverage real-time validation

What if your data was accurate the second it entered your online form or CRM database? With real-time validation tools, you can catch data errors immediately, helping you avoid unnecessary remediation costs, reduce the time spent on manual data entry, and directly affect employee and customer satisfaction.

[Try our free data validation tools](#)



## Tip 03

### Implement data cleansing

You want your pre-existing data to be accurate and reliable too—which is where data cleansing comes in. A trusted cleansing service will remove issues that include:

- Incorrect data
- Incomplete data
- Duplicate information
- Improperly formatted data

[Aperture Data Studio can help](#)



## Tip 04

### Promote data literacy

Data quality maintenance should be a company-wide initiative, not just for IT professionals and developers. With data literacy, you can ramp up digital transformation initiatives and remain competitive in this digital-first business environment. Consider training sessions on data usage to enable better data-driven decision-making and collaboration.

[Read our data literacy how-to](#)

