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Overcoming common gaps in your customer records

Businesses today rely on a tremendous amount of consumer data to power marketing efforts, improve operational efficiencies, and reduce risk. When consumer contact data is incomplete, however, leveraging that information can be much less effective. The most common pieces of missing data include address information (like postal codes or apartment numbers), email addresses, and telephone numbers. Luckily, this information is relatively simple add to existing records. By doing a data append, you can fill in the gaps and complete your customer records to enable more effective uses for your data assets. Here's how!

Start by cleansing your data

Appending missing data to a customer record that contains inaccurate information can lead to trouble in the long term, especially if you're trying to build a single source of truth. That's why it's important to determine if the data you currently have in your system is trustworthy—before you invest time and money adding to that data.

By performing a bulk cleanse of the addresses, emails, and telephone numbers in your database, you can be sure that the information you're starting out with conforms to prescribed formatting standards and is fit for its intended purpose. In the case of email addresses, this might mean that they have been validated to be deliverable by the end-users' domain, for example.

By cleansing your data, you can even remove or harmonize duplicate contact information to create a single master record. With a foundation of standardized, accurate information, you will be well poised to take advantage of a data append.

Begin appending and enriching your data

Unlock the potential of your customer data by performing an append to complete the missing details in your records. You can append customer data in a number of ways by uniquely matching certain personally identifiable information. For example, if you historically retained the telephone numbers of your customers and would like to know their addresses for an upcoming promotion, a data append can perform a reverse lookup using a phone number to provide the corresponding mailing address.

Once you've identified and completed the missing data in your contact records, the next step is to enrich your data for an even fuller picture of your customers. Enrichment can be especially useful to tailor the messages you send, prioritize leads in order to provide personalized offers, and improve engagement with your customers. Enriching your data works by attaching a variety of targeted attributes to your consumer records, such as: geographic, demographic, financial, and life event data.

Monitor and maintain your data over time

Customer contact data is changing all the time and new information will continue to be added, which is why it is not enough to cleanse and append your data at one point in time. To keep your existing customer records up-to-date, you should implement processes to monitor the quality of that data. By establishing data quality rules and thresholds that are specific to your business, you can be alerted when quality dips below a certain level when you perform routine data profiling.

You can also keep your existing address data current by doing a cleanse against the National Change of Address database. This will help you keep on top of customers and prospects who may have changed addresses recently. For data that is captured as part of ongoing business operations, on the other hand, it's important to implement real-time data validation and enrichment solutions that can ensure the data being entered is accurate and complete from the outset.

It is undeniable that data-driven businesses are outperforming their peers in this digital era, especially as customer expectations have continued to evolve. Businesses that are able to leverage their data to drive not only better decisions, but also to personalize the experience for their customers will see a distinct competitive advantage. Achieving that level of sophistication, however, demands access to trustworthy data—and an underlying data quality and management strategy. By leveraging a data append to fill in the gaps in your customer records, you will be one step closer to achieving this goal.

We have the trusted data to help you take advantage of every customer interaction. Ask us about data appends today!

Learn more