



## Data Management Cheat Sheet



# Data Management:

## 9 Steps to Reach the Pinnacle of Success



Data management is critical to any business, as one can't afford to lose important data. But data management can be a cumbersome process with the dragon of constant degradation breathing down your neck. To prevent degradation of data, you might have to undertake additional measure like appending, cleansing and verification so that that can win more deals . How can you sift through al lthe data collected so as to leverage on the relavant information to reach the pinnacle of success?

## Step#

## Step

1

Remember why you started collecting data in the first place. Knowing what you are aiming to do at the beginning will help ensure that you capture all the fields you need. It will also determine whether you have the ability to capture this data across all customer touch points.

2

Do your research to find exact elements that you will need. A name and address are the starting points for additional information that can enrich your relationship and help you communicate with your customers more effectively.

3

Data decays at an alarming rate. Your data quality processes must include provision for updating your customer and prospect data on an ongoing basis.

4

Benchmarking is a key part of any data quality program. If your current processes are in a poor state, there may be too much to tackle all at once. Identify and prioritize the areas that have the biggest negative impact on the business and eliminate those areas.

5

Many data quality projects fail because they do not gain the necessary support from all relevant stakeholders in the business. Think about the key drivers and the pain points for all key stakeholders of the business, and then show how data strategy will help to improve things.

6

A data strategy alone is not sufficient in ensuring your organization's data quality is upheld. Correct processes to capture, clean and maintain data will provide clear guidance on how you aim to achieve your goals.

7

Technology is your greatest advantage. Customize it to suit your specific needs. The tools are out there; there is no excuse for not using them.

8

There are some key metrics that will help - Customer satisfaction, speed (are you saving time capturing and cleansing data, and executing campaigns?) and accuracy.

9

When everything seems to be running smoothly, and your data quality program seems to be doing its job, it's easy to let up. Don't. Revisit your initial objectives and continue striving to stay on top.

Don't wait till your competitors have gobbled up your market share.  
Get started now with Data Management.

**Stay ahead of the competition!**

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