

Consultancy Tools

DATA CONTENT & QUALITY MAPPING

Overview

Customer data has become increasingly important to marketers over recent years, and yet many find it difficult to understand and then fully leverage the data assets available to them. Data quality weaknesses are commonplace, but prioritising how and where to invest in improvements remains a challenge.

The Data Mapping process rapidly builds a high impact visual 'map' of the marketing, analytics or customer management database – whilst retaining the detailed field level view that enables both repair and use of the data.

Features and benefits

- Overview of current data content and quality (based on 10 components of data quality)
- Description of best practice
- Impact of weakness, 'if this data is weak or does not exist, then you will not be able to do X, Y or Z'
- Identifies improvement roadmap with quick wins
- Sets out tools and skills required to address the issues identified

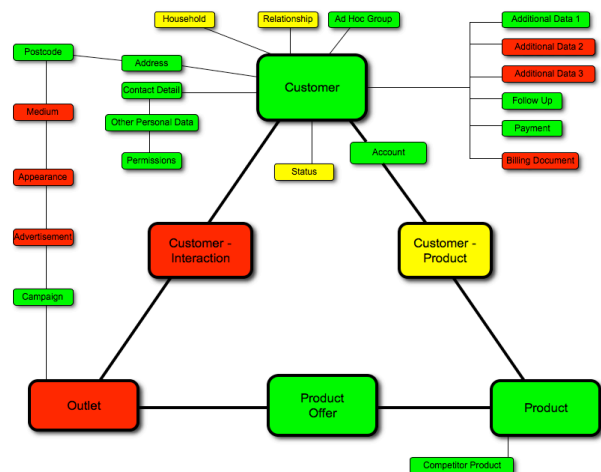
Delivery

Inputs are gathered via a combination of documentation review and interviews with key stakeholders thus generating a sense of

ownership for the resultant deliverables. The key stakeholders will include Marketing, Sales, Customer Services and the database managers.

Outputs

The primary output is a visual map of data content and quality in the traffic light format shown below.



Underpinning this is a c.50 page roadmap document setting out the issues un-covered in detail, the impact of these weaknesses and practical recommendations as to how best to prioritise and undertake improvements.

Cost and Timing

The assessment process typically takes ten working days with report back within one week. Cost of the standard assessment is £.30,000.

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