Every CRM implementation needs Data Quality and Master Data Management

Master Data Management (MDM) and Data Quality (DQ) are crucial to any CRM implementation, whether it's a new implementation or an existing CRM that has been implemented many years ago.

Not having MDM and DQ in place for your CRM is like cleaning your house when you move in, and then never again. As we all understand, any CRM system is an active 'living' environment, that is crucial for your sales and marketing divisions, and therefore crucial to the core of your revenue stream.

WHY DOES YOUR CRM NEED MDM AND DQ

Most often, CRM data is based on several internal and external sources, like Internet Portals, Electronic Data Exchange, acquired marketing data, financial systems, operations systems, call centers, sales, etc.…

Over the last couple of years, the acquisition and maintenance of CRM technologies have been a major part of IT spending. Many CRM projects neglect the fact that MDM and DQ must be part of the CRM strategy if they aim for success with the implementation.

> **Bloor Research :** *"Data Quality erodes at 1% to 1.5% per month, if not actively managed."*

With a single view of the customer, you can identify new sales opportunities more quickly, react more efficiently, successfully gain new customers and consolidate customer relationships. Incorrect addresses and duplicates inhibit the efficient use and the cost efficiency of a CRM system to a considerable extent, with negative consequences.

These can extend from undeliverable consignments and dissatisfied customers to non-payments and additional costs for research and postage and therefore ineffective marketing campaigns. Poor data quality adversely affects the Single View of the Customer as the basis for important business decisions and restricts the ability to react to changing customer requirements.

> **According to Gartner, Inc. CRM leaders who avoid MDM will derive erroneous results that annoy customers, resulting in a 25 percent reduction in potential revenue gains.**

A single or '360-degree' view of the customer requires that all the operational master data pertaining to the customer, products and service be combined from all of the data silos where they reside. The data are then checked and cleansed for duplicates while selecting the highest quality values across all data sources for each master data attribute.

Once a holistic, multichannel view of the customer's activity within the organization has been accurately assembled, the only limit to its usage is the imagination and creativity of business and IT management working as a team.

For example, buying patterns can be accurately aggregated across product types to enable creative cross-selling and up-selling. Identification of customers more likely to cease doing business with the organization in the near term is facilitated, so that they can be engaged earlier for retention purposes.

DQ & MDM READINESS PROGRAM

The Readiness Program enables you to start developing a baseline assessment of the current level of data quality or Master Data Management within your enterprise environment.

Over the course of the engagement, you will learn to analyze and enhance the quality of your data as it pertains to your specific projects and goals, and collaborate on a concrete set of steps for further improvement.

In addition to achieving these short-term objectives, our consultants will assist in developing metrics to be utilized when developing an ongoing Data Quality or Master Data Management strategy.

KEY PROGRAM DELIVERABLES

- **GUIDANCE AND KNOWLEDGE TRANSFER** on Realdolmen's methodology and best practices within your enterprise.

- **SCORECARDS** that contain key metrics for your data, which will allow you to track data improvements over time.

- **BUSINESS RULES**, discovered during the baseline audit, which can be deployed as your organization implements its data quality strategy.

- **CONCRETE RECOMMENDATIONS AND NEXT STEPS** for preparing data for specific data-related projects, meeting industry data regulations, and maximizing the value of data across your organization.

WHY REALDOLMEN?

- We offer our clients end to end solution sets that turn data into meaningful business insights. All our Data Insights Solutions focus on your business needs.

- We have key partnerships with industry-leading vendors. SAS, Microsoft, Profisee, Informatica, Information Builders, Salesforce etc. At the same time however we are technology independent and we start with your agenda.

- We have a significant dedicated team of data professionals, with expertise in both the required data management and analytics fields.

- As a Single Source provider, we also have a dedicated team of CRM professionals, who can guide you through your CRM implementation from start to end.

- We have a proven track record with our unique Realdolmen approach based on processes, people & technology.

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INTERESTED?
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