

Optimise your Master Data

How data quality can impact your business

What is Master Data?

Master Data is the unsexiest thing for many marketers. However, as every automation and report is based on data, it's imperative to get this right. It's nothing less than the basis of literally everything that follows.

Master data refers to the core, essential information that is critical to the operations of a business or organization. It typically includes key data that is used across various business processes and systems. Master data is generally organized into specific categories, and it provides the foundation for decision-making, analytics, and operational execution.

Benefits



Accuracy



Reduce Errors



Increase efficiency

Importance of Master Data

- **Consistency:** Ensures that data is uniform across various systems and departments.
- **Accuracy:** Reduces the likelihood of errors caused by inconsistent or duplicated data.
- **Efficiency:** Streamlines business processes by centralizing and maintaining data integrity.
- **Analytics:** Facilitates better decision-making by ensuring that data is accurate and complete.

Poor data quality

Problem: Multiple entries for the same customer can exist within the CRM, leading to confusion, inefficiencies, and incorrect customer interactions. Information such as customer contact details, addresses, and preferences can quickly become outdated.

Cause: This often happens due to manual data entry errors, lack of integration between systems, or importing data from different sources without proper validation. Customers may move, change phone numbers, or update their preferences without the CRM being updated in a timely manner.

What are the advantages of having **complete records** in your system?



Having complete master data records in your CRM database leads to better decision-making, improved customer relationships, increased operational efficiency, and higher revenue generation.



Better Customer Understanding

You enable a holistic view of each customer, including their history, preferences, and behavior, allowing for personalized interactions and more effective engagement strategies.



Improved Sales and Marketing Targeting

You can segment your audience more accurately, enabling precise targeting for marketing campaigns and personalized sales outreach, leading to higher conversion rates.



Enhanced Customer Experience

Your teams to deliver consistent and relevant communication, building stronger relationships and increasing customer satisfaction by addressing their needs more effectively.



Accurate Reporting and Forecasting

Your reporting, analytics, and forecasting are more reliable which enables better decision-making and strategic planning based on accurate insights into customer behavior and business performance.



Cross-Sell and Upsell Opportunities

It is easier for you to identify and act on cross-sell and upsell opportunities by having enhanced insights into customer preferences and past purchases in a central, comprehensive customer database.



Increased Productivity

You will save time searching for missing details, correcting errors, or following up with incomplete data by having all customer details in one place.




Streamlined Processes


Internal workflows—such as lead nurturing, customer support, and account management—become smoother and more automated, reducing delays and improving efficiency because all the necessary information is available.

Are you missing out on any of the above? A data cleansing & deduplication could help!

Book a meeting with us [here](#).



 www.peritidigital.com

 Dublin - Munich - Lisbon

About Periti Digital

Periti is a technology consulting firm that enables revenue-generation for clients through complete digital integration of core business processes with CRM.