



## Ensuring Data Quality – 12 Point Plan

- 1) Admit it – your baby is ugly. When you can do that you have arrived at the starting point to improve your data quality. It's never going to be perfect for many reasons but the first point in my 12 step process is admit it – my baby is ugly.
- 2) Accept your baby is never going to be perfect but it can be a lot prettier than it is now.
- 3) Understand why your baby needs a make-over. Expensive, brand damaging, demoralising are reasons that could make the difference between success and failure.
- 4) Once you admit that your baby is ugly you have to get everyone else to agree with you. Show pictures, give examples – make it so no-one can argue anything else.
- 5) Plan out the process. Paint pictures of where you want to be and how you're going to get there.
- 6) Create champions. Identify the people that are going to push this forward and empower them to do so.
- 7) Keep it simple to start with. Understand there are many touch point where interaction with your customer is a chance for you to increase the quality of the data you have.
- 8) Understand this is a cycle not a campaign. There is no end.
- 9) Identify measurements of success. Where do you want to be and when?
- 10) Audit the data – have you got where you want to be when you wanted to be there.
- 11) Understand the improvements this process has made to your business
- 12) Start again.