Data Quality: The Key Ingredient in a Data-Driven Customer Strategy

Data quality is the most elemental ingredient of any attempt at digital transformation or a data-driven customer strategy. Maintaining superior data quality requires an unyielding 24/7 effort as new bits of information are captured or imported. Everything changes constantly—addresses, contact information, and other critical pieces of data—leading to duplicates or erroneous records.

A recent report estimates that data scientists spend over 80% of their time doing simple mechanical tasks such as labeling and cleaning their data. That’s an issue because data scientists are hard to hire and very expensive.

Contribute to this month’s Best Practices installment and tell our readers how they can maintain high-quality databases.

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Also in October: ■ Is Voice-First Technology a Must-Have in 2020 and Beyond?
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