

Best Practices

Data Quality Challenges for a Data-Driven Decade

Businesses have accelerated their digital transformation initiatives, especially in the customer-facing areas of customer care, marketing, and sales. Currently, there is an overabundance of data from multiple sources, leading to accuracy, security, and compliance problems. What is the best way to deal with these data quality issues to extract maximum value from the torrent of information flowing into your organization? Contribute your recommendations to this month's Best Practices installment and help our audience solve their fundamental data quality issues.

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