DataMovers - Case Study - Data quality

Navigating processes to remedy Data Quality problems

There is one dilemma all organisations face: employees will always primarily focus on what gets measured and what is directly linked to their KPIs. At the same time, however, if we were to measure every single action of every single employee, we would never get work done.

At one of our client organisations, this led to a problem that representatives were not collecting all the required customer data. Their performance was measured through sales, after all, not completeness of information. The consequence of this was that reports were not displaying accurate data, and this made the management of already existing customers very difficult.

When the organisation approached us, they asked us to improve their customer data collection process and to ensure its completeness. What we quickly realised, however, was that the problem stemmed from the presales processes where the data was collected in the first place. Additional information, necessary for the reporting was not collected at the point of sale.

We understood that most of the missing data (e.g. post codes of clients) could easily be obtained from alternate sources. After discussing this with the sales team and letting them know where they could find this data, we assumed the problem to be solved. However, when we followed up with them shortly after, we found the data was still incomplete.

Subsequently, we provided a list of datasets with missing entries to make the process of collecting data easier for them. Still, the problem remained. What we then realized was that since the lists were long, the task seemed so daunting to the sales team that they prioritized other tasks.

Again – what gets measured, gets done.

Our solution was to create a list of the top departments that contribute to data quality issues. After this was published to top management every department formulated action plans to improve their position on the list and senior management were encouraged to assist removing barriers. Shortly after, the data was complete and the right processes were in place to collect new data at the point of sale.

Business Intelligence (BI) systems can be extremely powerful in that they allow organisations to manage the exact metrics that are key to its success. For that to happen, however, these BI systems need not just to provide reports, they need to support and enhance business processes that enable business users to make use these systems effectively.

To learn more on processes that support data quality contact DataMovers at info@datamovers.com.au or 1300 859 968.