



# Data Quality Management Tune-Up for Oracle®

## Maximum Return for Minimal Investment

*Do you have duplicate data for your organization's customers, partners, and other contacts?*

*Do you find yourself spending too much time sifting through multiple contact records?*

*Have you considered the reduced costs and increased efficiencies your organization could realize by simply eliminating "dirty" data?*

Duplicate and inaccurate customer and contact data can adversely impact many areas of your business, including finance, operations, sales, marketing, and overall customer satisfaction. Common issues that arise by relying on duplicate data records include: inaccurate financial reporting; inefficient views of customers; difficulty in entering transactions; and mediocre sales and marketing outcomes. The final result is end-user frustration, incorrect transactions, and a diminished bottom-line.

KBACE optimizes our customers' Data Quality Management (DQM) initiatives by providing an efficient and effective DQM Tune-Up Service.

During this 10-day, fixed-price engagement, experienced KBACE CRM consultants review data duplication issues through a combination of interactive workshops and data analysis approaches. As part of the DQM Data Tune-Up, KBACE works to design a program that eliminates duplicate data both proactively and reactively to eliminate duplicate data and provide hands-on instruction for the organization to sustain the program moving forward.



**BY MANAGING THE QUALITY OF YOUR DATA, YOU GAIN A VAST RETURN ON A MINIMAL INVESTMENT.**

- Driving revenue growth through more accurate billing and more effective selling
- Realizing reduced costs from back-office improvements such as eliminating duplicate direct mailings
- Enhancing customer relationship management programs by improving customer service and cultivating sustainable relationships
- Advancing compliance and governance initiatives by having a greater assurance that sensitive contact data is current and accurate

