Chaos to Clarity: Five Essential Steps to Improve CRM Data Quality

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Proprietary and confidential, Validity, Inc.

Presenter:

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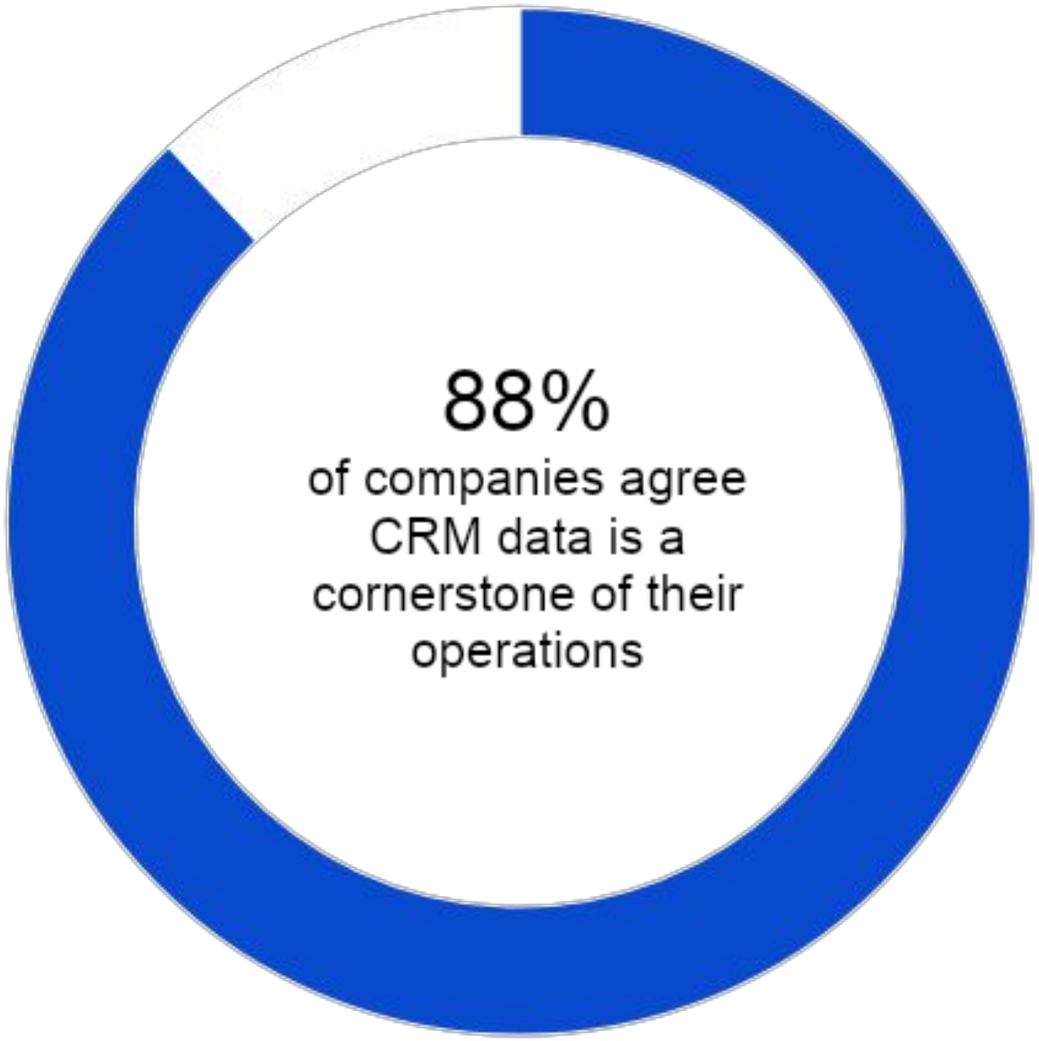
Director of Product
Marketing at Validity

Agenda

- State of CRM Data in 2024
- Culprits of CRM chaos
- Impact of chaotic data
- 5 quick ways to bring order to data chaos

How companies view their CRM



How companies prioritize the health of their CRM data

The creators of chaos

- Managing data alone
- Data hoarding
- Project-based data management
- Unproductive end-user experience
- Poor data quality

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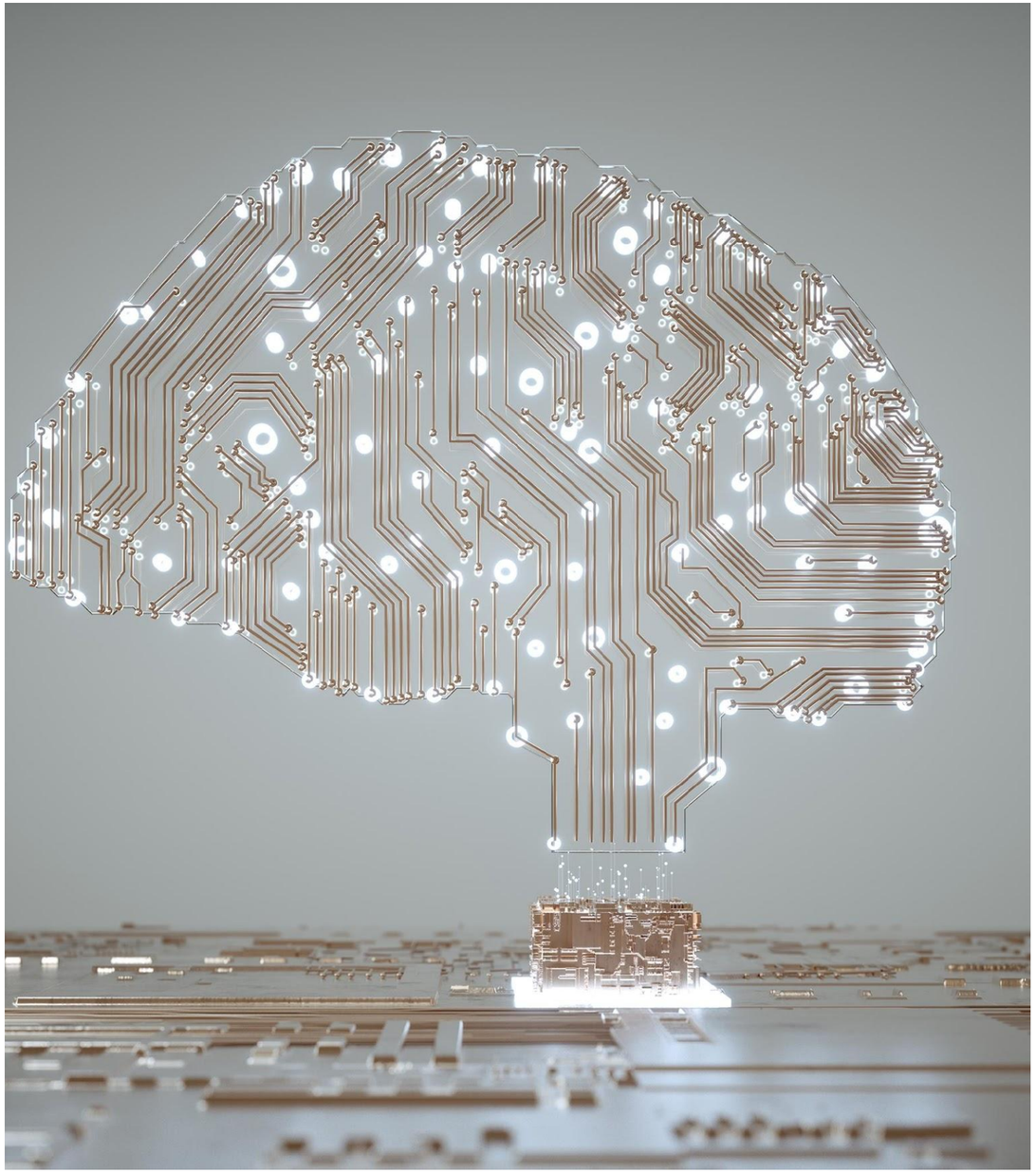

We set the bar too low for data quality

- 64% of CRM admins are confident in the quality of the data in their CRM.
- 63% of CRM admins say less than 80% of their CRM data is accurate and complete.

5 ways to calm the chaos

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Create a cross-functional data team

QUICK WIN #1

Why you should manage your data with a cross-functional team

- Keeps you in legal compliance
- Ensures data is useful for all departments
- Prevents data quality issues
- Makes data more trustworthy
- Enables more accurate reporting

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Data governance initiatives result in a 25% improvement in data quality.

GITNUX REPORT 2024

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Don’t hoard data

QUICK WIN #2

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72% of IT decision makers confess to being data hoarders

Veritas

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47% of consumers would stop buying from a company that fails to control how much unnecessary or unwanted data it is storing.

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On average, just 15% of data is business critical.

Veritas

How to NOT be a data hoarder

- Familiarize yourself with data regulations
- Define the need for each data point
- Have a data archive plan
- Purge useless data quarterly

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Get to know your data

QUICK WIN #3

Profile your data

- Helps you understand your current data situation
- Uncovers data quality issues
- Documents how your data flows now
- Defines the data in each field and where it’s used
- Aids in process improvement

Do we really know our data?

3 in 10 report that their company does not continuously monitor the quality of their CRM data

Those at the VP level or above were 21% more likely than average to believe their company monitors data quality

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Don’t assume business systems make data entry and usage easy

QUICK WIN #4

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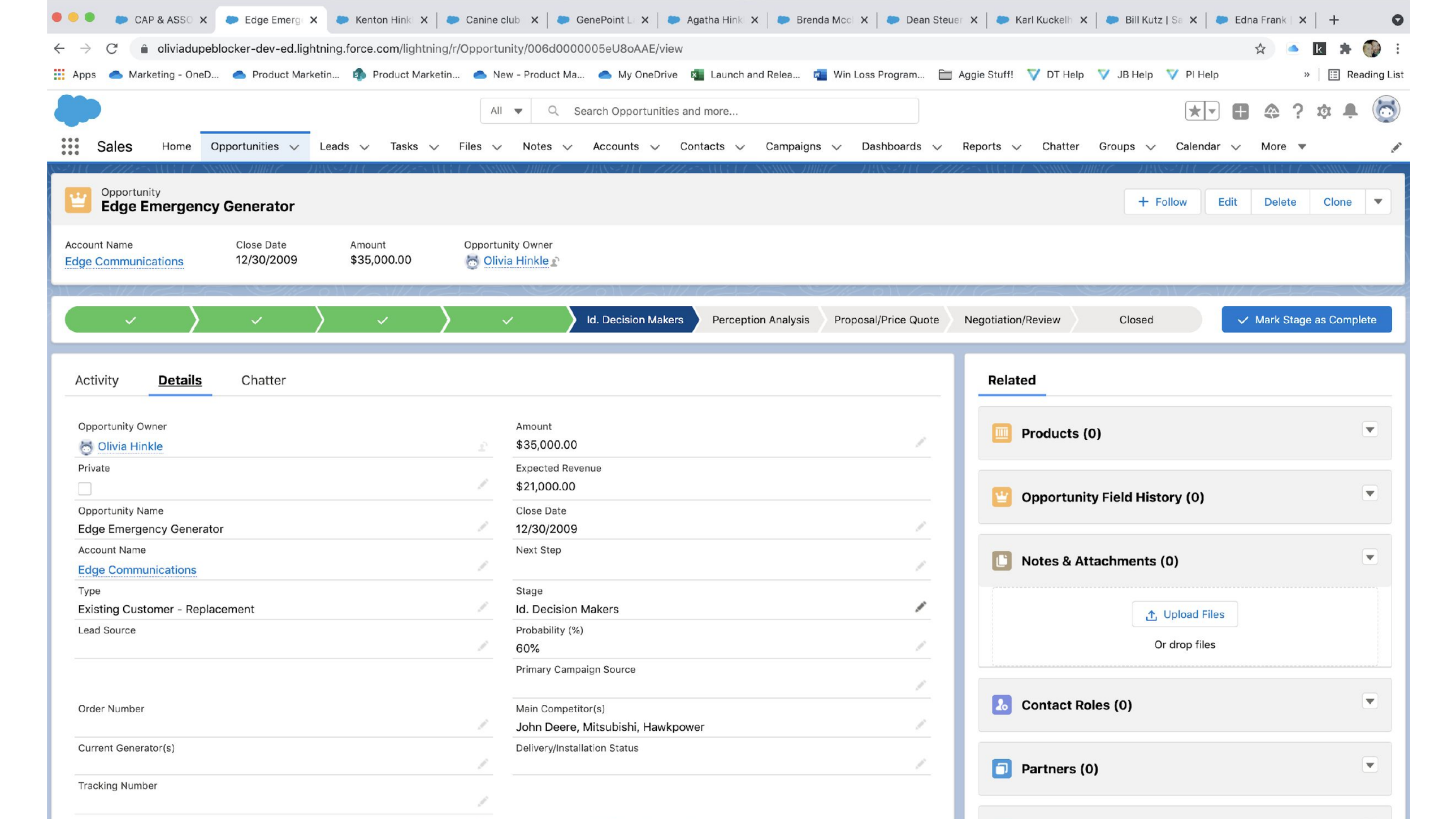
49% of companies say human error is the biggest cause for data inaccuracies.

Experian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My OneDrive
Launch and Relea...
Win Loss Program...
Aggie Stuff!
DT Help
JB Help
PI Help
Reading List
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Search Opportunities and more...
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Contacts
Campaigns
Dashboards
Reports
Chatter
Groups
Calendar
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Opportunity
Edge Emergency Generator
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Edge Communications
Close Date
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Amount
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Opportunity Owner
Olivia Hinkle
Id. Decision Makers
Perception Analysis
Proposal/Price Quote
Negotiation/Review
Closed
Mark Stage as Complete
Activity
Details
Chatter
Opportunity Owner
Olivia Hinkle
Private
Opportunity Name
Edge Emergency Generator
Account Name
Edge Communications
Type
Existing Customer - Replacement
Lead Source
Order Number
Current Generator(s)
Tracking Number
Amount
$35,000.00
Expected Revenue
$21,000.00
Close Date
12/30/2009
Next Step
Stage
Id. Decision Makers
Probability (%)
60%
Primary Campaign Source
Main Competitor(s)
John Deere, Mitsubishi, Hawkpower
Delivery/Installation Status
Related
Products (0)
Opportunity Field History (0)
Notes & Attachments (0)
Upload Files
Or drop files
Contact Roles (0)
Partners (0)

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10% of a sales rep’s time is spent in spreadsheets to help them accomplish what they wish they could do in CRM.

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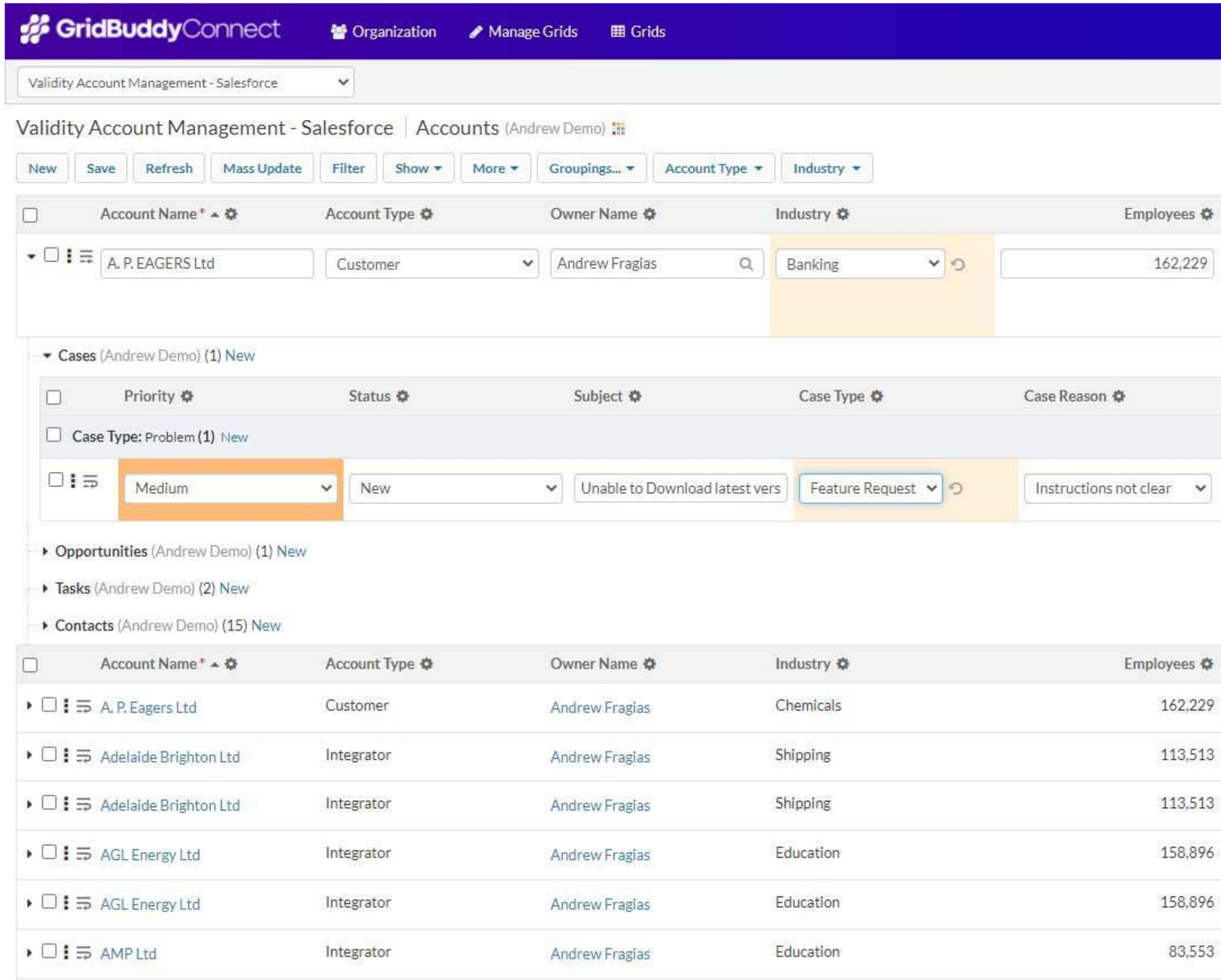
Streamline data entry for CRM users



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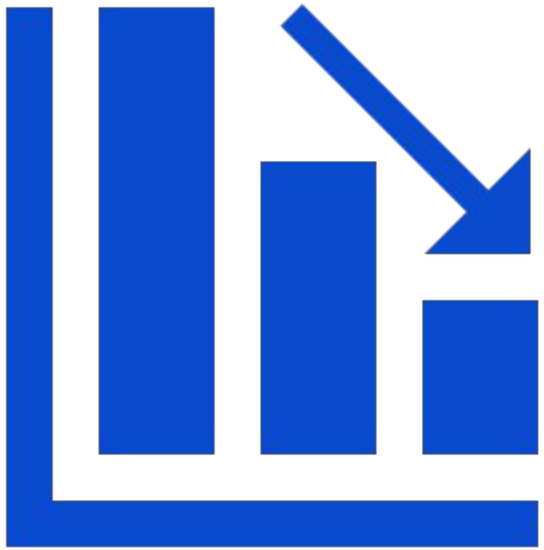
Invest in tools to manage and automate data quality processes

QUICK WIN #5



Data management solutions can reduce data management costs by 30%

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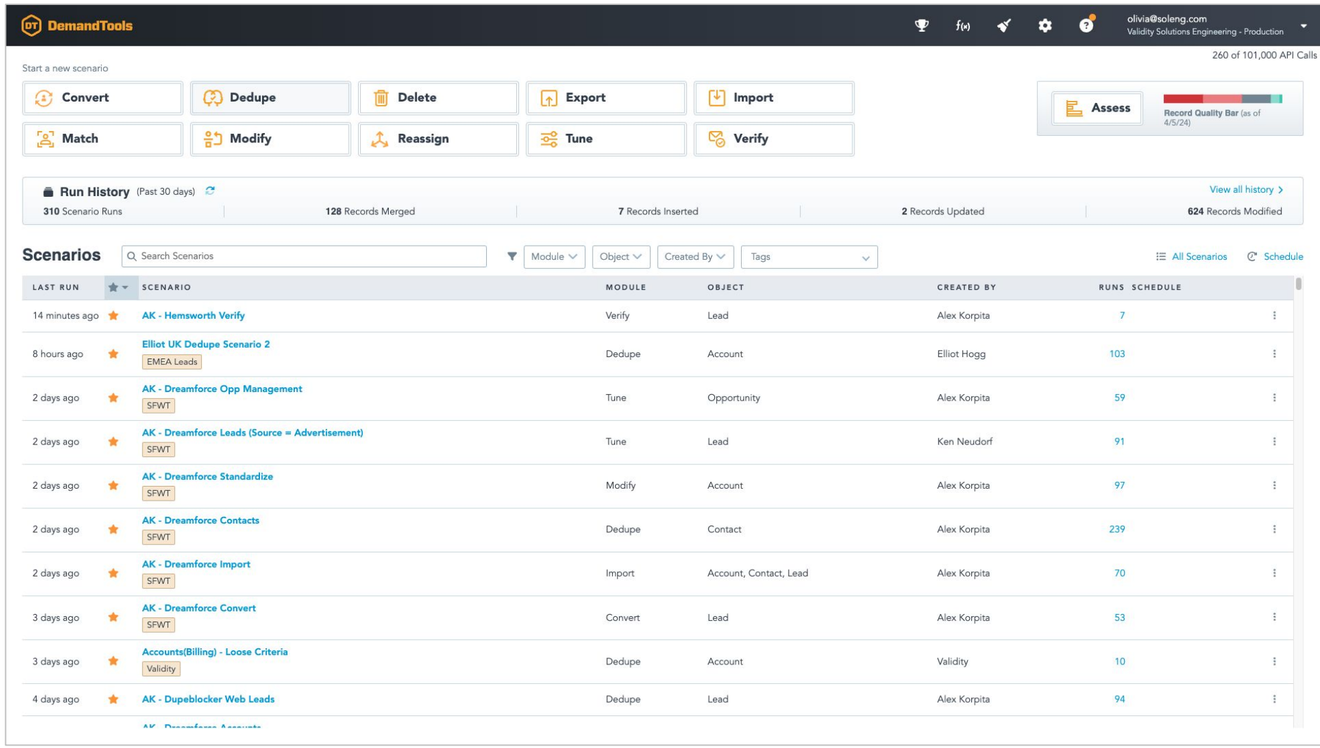
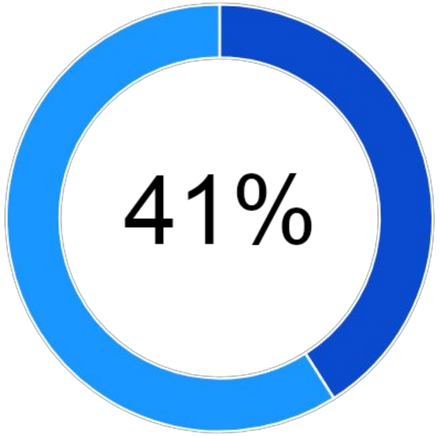
https://wifitalents.com/statistic/data-management/

Look for a complete data quality solution that:

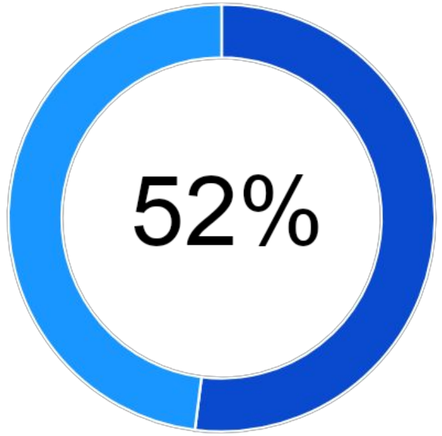
- Assesses your data to help with profiling
- Merges duplicate records (cross object, too)
- Standardizes field values
- Mass modifies
- Imports cleanly
- Exports
- Deletes
- Manages record ownership
- Verifies contact data



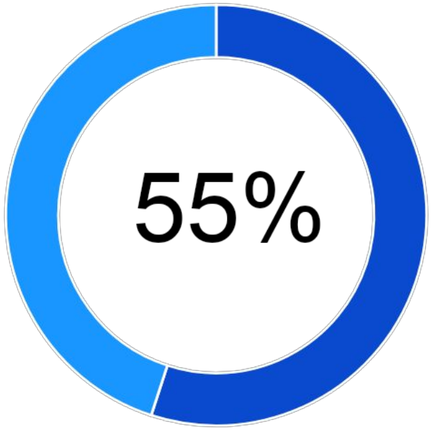
Are things changing for the better?



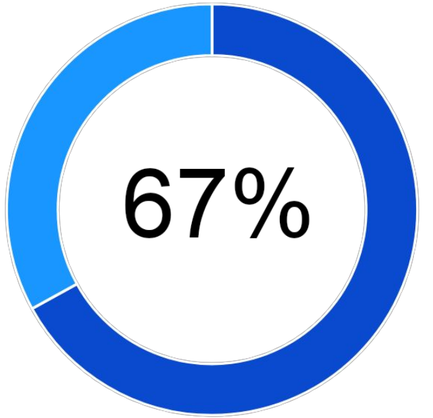
of companies that do not have a full-time employee dedicated to CRM data quality **have plans to hire for that role in the next 12 months**



of companies invest in data management solutions to improve CRM data quality – **a 49% increase from our 2021 study**



say the stringency of non-compliance pe nalties has led them to reevaluate their data governance practices in the last 12 months



say the legal department has gained a more prominent role in CRM data management

Resources!

The State of CRM Data Management in 2024

Validity surveyed 600+ CRM admins around the world...

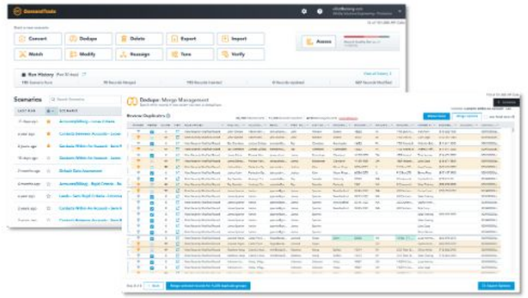
DemandTools

Already have an account? Log In

Clean and manage your Salesforce data faster.

Get rid of duplicate, unstandardized, and junk records for clean data you can trust to power your business.

Start your 14-day trial today!



What you can do with your DemandTools trial:

- Understand where to start your Salesforce data clean up with a data quality assessment.
- Get familiar with how easily DemandTools handles deduplication, data loading, lead conversions, and mass updates.
- Receive usage notifications and track how many records are improved by each data quality scenario you run.
- See how simple it is to automate your data quality processes.
- Access training videos and documentation.
- Connect to a Sandbox org and test the full functionality and processing of DemandTools or connect to a Production org and test all functionality without processing the changes in Salesforce.

Get started with DemandTools

Fill out the fields below to create your DemandTools trial. You'll connect to Salesforce on the next page. Access to Salesforce records through DemandTools is controlled by your Salesforce user permissions.

First Name

Last Name

Company

Company Email

Country

Select...

Set Password

12+ characters

Confirm Password

I have read and accept the Terms of Service

I have read and accept the Privacy Policy

Create Account

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