ACHIEVING CUSTOMER CONTACT DATA QUALITY:

Best Practices in Oracle's Siebel Customer Relationship Manager

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As marketing becomes more focused, pervasive and customer centric, and as campaigns become more sophisticated in using more intelligent data points, it becomes more critical than ever to leverage clean, complete and accurate data in order to achieve successful results.

Incorrect data, or "dirty data", in your database can have a tremendous impact on your organization's ability to communicate effectively, especially when it's leveraged for targeted marketing campaigns. In fact, the more highly targeted and selective your campaigns are, the more important it is to use clean data. Poor contact data quality affects the planning and execution phases of all marketing campaigns and initiatives and could potentially be one of the causes for an organization never realizing their campaign goals. Poor data quality also affects operational efficiency, reach, and agility by compromising the organization's ability to successfully contact their prospects and existing customers.

Marketing departments have several ways that contact data is entering their Oracle's Siebel Customer Relationship Manager that involves real-time data entry, updates, and importing lists. The validity of a marketing and sales department's contact data directly affects success, failure, and being cost effective. There are data scrubbing features in some Customer Relationship Manager (CRM) software systems that can fix some of these problems and there are also solutions or services that can fix these problems automatically. Generally, the services and software applications concentrate on cleaning-up lists of names and addresses, although some other fields can be checked for common errors at the same time. Other cases will need human intervention.

Without any third-party software to mitigate incorrect data, organizations allow contact data to migrate through their Customer Relationship Management systems (CRM) through forms, self-service, and eventually into the address tables - which is later leveraged by various departments in their respective business processes. The validity of all of the prospect, customer and vendor contact data assimilated will drastically influence costs both directly and indirectly at an organization or marketing department.

But what if that contact information is filled with invalid street numbers, misspelled addresses, incorrect names, or other bad contact data?

Oracle's Siebel CRM is currently delivered without any solutions or applications to stop data entry errors and inaccurate, or invalid information from being stored in an organization's database. There is a huge difference between your existing contact data and Enterprise Data Quality.

Most marketing teams suffer from duplicate, inaccurate, and overall bad data that's living in their CRM systems, which is driving sub-optimal insights and intelligence. While data collection is harder with prospects than active customers, it is by no means impossible. Through the use of different sources and leveraging customer data previously collected, it is possible to create a contact profile for your customers. Prospects however, are a little harder to identify and sometimes even more difficult to produce a contact profile for. Effective prospect identification and development is the lifeblood of any marketing department.

"Fortune 1000 enterprises will lose more money in operational inefficiency due to Data Quality issues than they will spend on data warehouse and customer relationship management (CRM) initiatives." – Gartner

It's no secret that effective marketing campaigns relies on the data you collect. For organizations, the ease of gathering this prospect and customer data fluctuates. Data is abundant when a prospect or customer provides you their information when they enroll or engage in your data collection efforts relegated to your contact profiles. However, most of the information collected might be wrought with data entry errors, or may still have blocks of missing contact details. Correcting the collected information and filling-in the missing contact details might be a daunting task with large lists and most organizations do not have the band-width to accomplish this with their current resources. When you combine the existing contacts with a common practice of acquiring lists and assimilating that information into your CRM, studies found that without any data quality intervention that the propensity for duplicate data, incorrect contact information, and other erroneous non-vetted contact information increases. When this same data is employed or used in campaigns, it directly correlates to your campaign effectiveness and marketing budget ROI.

Having correct contact data is absolutely critical to having the ability to not only locate your prospects and customers, but communicate with them and engage them to respond to your campaigns.

In the future, leading CRM and marketing technology vendors, like Salesforce, Adobe, and Oracle, will have to invest heavily in intelligence and the data behind their contact profile intelligence. From a B2B standpoint, Microsoft's acquisition of LinkedIn kick-started a trend towards the consolidation of CRM and living data network. It acknowledged that the insights in any single company's own data universe are simply not enough. Companies will need to increase their focus on growing and scaling data to unlock better customer insights or their competitors will out-maneuver them by reaching the top potential customers first. More intelligence means improved marketing-sales alignment, increased visibility into new markets, and predictable pipeline generation.

A recent report from Forrester Research revealed that 84% of organizations admit that the accuracy of marketing data was one of their top marketing weaknesses. A CRM's reports to leverage will only be as good as the data contained in it.

How Good is Your Data Quality?

COMPLETENESS	What data is missing or unusable?
CONFORMITY	What data is stored in a non-standard format?
CONSISTENCY	What data values give conflicting information?
ACCURACY	What data is incorrect or out of date?
DUPLICATES	What data records or attributes are repeated?
INTEGRITY	What data is missing or not referenced?

Source: "Data Quality Series, Part 1: How to Determine if Your Data is Realizing its Full Potential," Allant Group

[1]Forrester Research, Vendor Landscape: B2B Marketing Data Providers, Q3 2017

A focused approach towards data governance and data management can have far-reaching benefits. A proactive approach towards controlling, monitoring and driving data quality is the key, rather than reacting to data failures or making bad decisions based on inaccurate data.

The recommended approach would include the following steps:

1. Capturing and verifying contact data at the point of entry.

2. Correcting and validating existing contact data.

3. Updating and enhancing contact data

Verify Contact Information

Verifying an organization's contact data is the most important, cost-effective step to optimizing contact data quality. Real-time data verification not only prevents bad data from entering your database, it can also standardize spelling, punctuation, abbreviations and avoid the costs associated with inaccurate data. Whether it's verifying a record in real time or verifying large lists via batch processing there are several ways to achieve data quality in Siebel.

The most robust data verification solutions are integrated:

Address Verification

Verifying, correcting, and standardizing addresses ensures alumni, constituent, and donor related campaign material reach their destinations. Not only does this save time and money otherwise wasted on undeliverable mail (postage and production costs), but it also helps improve response rates for direct marketing campaigns. Some verification solutions can also identify the address type as a residence or business.

Email Verification

Verifying email addresses and domain names helps you maintain contact with your alumni and donors - with a valid email you can communicate effectively with your advancement contacts. The email verification solution should also be able to correct common typos, for instance changing "!" to "@" or ".cm" to "com", helping improve your valid, active emails.

Name Validation

Validating name spelling will help you improve contact accuracy by ensuring a contact's name is entered properly. Name validation quickly returns correctly spelled and formatted, clean contact data that will help you reduce duplicate mailings, undeliverable mail, and other problems that drive up a foundation's cost.

THE IMPLEMENTATION OF A DATA QUALITY INITIATIVE CAN LEAD TO

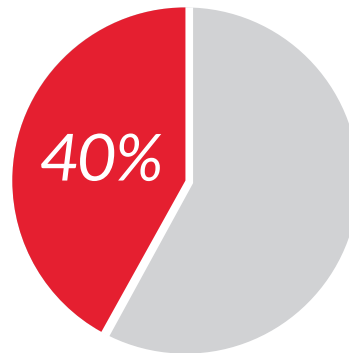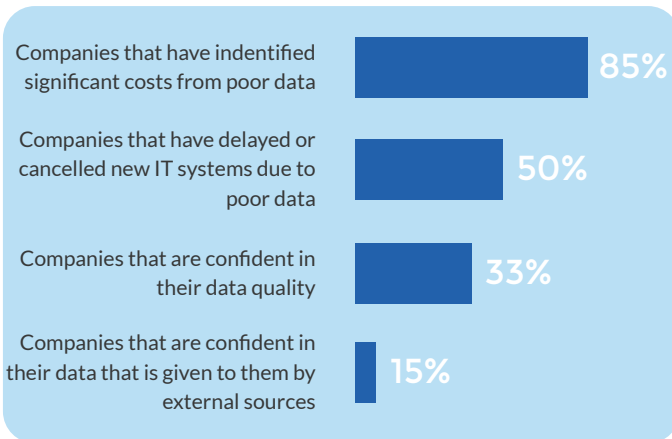| ↓	↓	↓	↑
10% to 20% Reduction in **CORPORATE BUDGET**	**40% TO 50% Reduction** in **IT BUDGET**	**40% Reducion** in **OPERATING COSTS**	**15% TO 20% increase** in **REVENUE**

The Costs of Poor Data Quality

BY THE NUMBERS

Data is an elusive goal for most companies because it is treated as a one-time event. No matter how well they do, the data begins to decay immediately. Quality data is important to value from enterprises applications since up to half the trouble tickets logged by help desks are traced to master data errors.
From "The Many Different Paths of Data Quality" by Bill Swanton of Gartner

Companies that have indentified significant costs from poor data — **85%**

Companies that have delayed or cancelled new IT systems due to poor data — **50%**

Companies that are confident in their data quality — **33%**

Companies that are confident in their data that is given to them by external sources — **15%**

40% *of benefits targeted in the annual capital budget are never realized because of poor data. -Gartner*

up to 20% *of overall labor productivity is effected by poor data quality - Gartner*

Add Missing Data

Using a methodical approach in dealing with your data will assist in identifying duplicate records and establish parent-child relationships inside your database. Regardless of the solution you intend on using the data should be handled in a specific manner in order to realize the level of data quality you intend on achieving. The steps associated with a data quality initiative should include the following:

- Export the data
- Format and standardize the data
- De-Duplicate the data

- Verify the data
- Enhance and update the data
- Import the data

Filling in the blanks or adding missing information to your data will yield more insight into your contacts– giving you the ability to make more strategic business decisions, enhance your communications, improve deliverability, and cut operational costs.

ENHANCE YOUR CONTACT DATA WITH THESE TYPES OF VALUABLE INFORMATION:

Social Media Append

This enrichment leads you to the social platforms affiliated with specific email addresses so you can see where your customers are spending their time and connect with them. Add social handles from 20 different social networks including Facebook, Twitter, and more. When you know your customers' preferred social platforms, you can create the right message to send and plan it for exactly the right time. Build meaningful customer relationships, grow your customer base, increase brand awareness, and boost the success of your campaigns.

Census

Household and community information.

Demographic

Income, marital status, number of children. Adding demographics will shed greater insight to identify certain population sets for business strategies.

Phone Verification

Verifying telephone numbers will help you improve profitability by focusing telemarketing efforts on active numbers. A phone verification solution should also be able to instantly provide line type identification to help in creating new channels to your prospects. Line type identification can tell whether the number is mobile, landline or VOIP, and whether the number is residential, business or home office.

Geographic

Latitude and longitude coordinates, as well as county name are some of the mapping data sets provided in Geographic data. Mapping data helps you better target your advertising and/or offers via ZIP codes while enabling you to analyze the effectiveness of campaigns. When used in conjunction with contingencies, or strategies GeoData is a very powerful way to visualize the location of population sets. Mapping data is also a valuable tool for gift managers and foundations to identify where your prospective donors and alumni are located in relation to the institution or events.

Delivery Indicator

dentifying the address as a residential or commercial address. This simple but effective solution assists in fraud prevention, allowing theorganization to identify whether or not an individual is using a residential address. Most shipping companies charge a higher rate for delivery to a residence. Knowing whether the address is a residence can help you select the most cost-effective carrier when preparing an outbound order – reducing costly surcharges and helping improve overall shipping operations.

Change of Address Processing

Keeping track of your prospects and customers as they move is critical to your efficiency as an organization. 15% of the US population moves each year which includes individuals, families, and businesses. Over 70% of returned mail is due to move related issues. Having the ability to update your records with the latest delivery address is an invaluable tool for avoiding unnecessary costs. – USPS Statistics

CLEAN_Customer™

THE CLEAN_CUSTOMER™ INTEGRATED APPROACH FOR ORACLE'S SIEBEL CRM

Based on the costs incurred through bad data quality, it makes sense to have data quality solutions working within a system (CRM or ERP) that you have invested a great deal of money in. It would be assumed that the solution chosen would meet the requirements mentioned throughout this document in order to provide an organization the best way to maintain the highest data quality standards possible. The ultimate goal for any data quality solution would be to verify, validate, and correct any contact data being entered into your organization's CRM system. The data quality solution should also be robust enough to process a table or range of contact data that are existing in the organization's database.

There are many benefits of having a pre-built integrated solution including:

- No training involved for functional users
- No software development necessary for the technical staff
- Available reporting tools
- Customizable business rules to set standardization and formatting
- Reduce costs and increase efficiency

The CLEAN_Customer integrated solution provides interactive address verification, email validation, and name parsing functionality as a seamless integration for Siebel systems. The integration should be performed using Oracle's native environment to ensure compliance with the Siebel application and recommended integration approach.

The real-time approach should encompass all entry points:

- All Address Entry Pages
- Self-Service
- Batch processing for existing records or imported lists

By taking a shared integrated implementation approach, this ensures that the user experience is consistent throughout the Siebel application.

So how does CLEAN_Customer an integrated data quality solution work? During the Siebel contact data entry process, as the user enters the name, postal address, or email address it should be automatically submitted for verification and validation. The seamless approach should provide the user with a typical data-entry experience in Siebel.

Name

When entering a name, the ideal integrated application would have a database of known and common name spellings to validate against. In the case where a misspelled name is entered the solution would correct or prompt the user to the error.

Address

During the address entry process, if an incomplete or incorrect address is entered, the address should be corrected, and standardized by the address verification and standardization solution. In the instances where the solution is unable to correct the address as entered, a friendly list of suggestions should be provided to the end user to assist in correcting the entry, or selecting the valid address from the provided suggestions.

Email

An email address entered would automatically be validated via a DNS look up to make sure it's deliverable. If there were any data entry errors the application would alert the user to any syntax errors or issues regarding the email address.
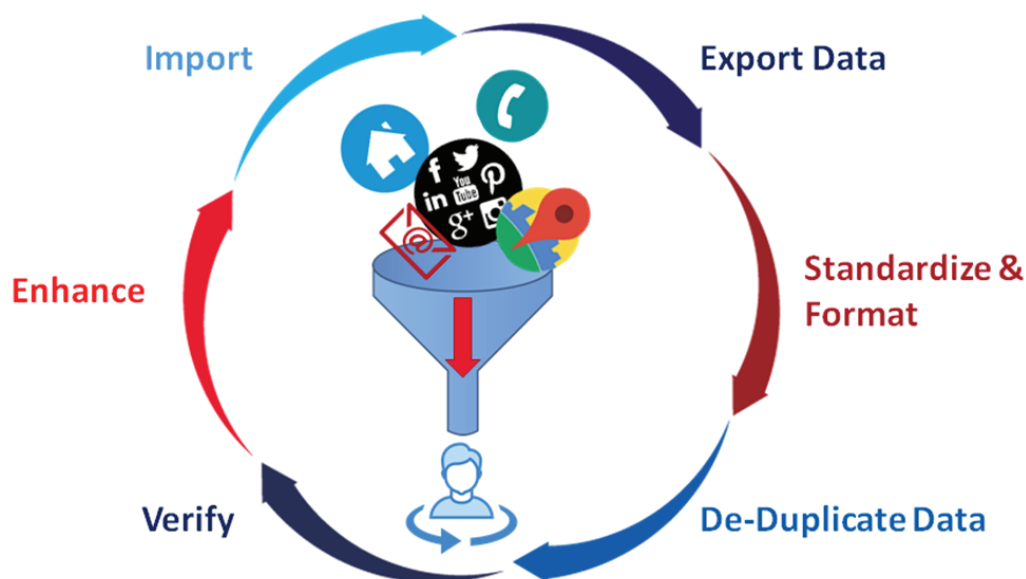
List and Batch Processing

Using an integrated approach in Siebel, CLEAN_Customer corrects, validates, and formats existing contact data in all of the Siebel address tables. This approach allows organizations to have standardized and formatted data across the CRM.

Any contact data that an organization has can be formatted, verified, and enhanced to include various data sets for any contact profile to produce a complete contact record. The contact profile can be enhanced to include missing information such as a contact's social media handles, email address, phone number, demographic information, geographical location, or updated to provide their current postal address. These enhancements collectively or individually can help an organization dramatically in its efforts to communicate with its contacts. In the best case scenario it will empower an organization to employ business strategies and benefit from the information derived from leveraging the data assimilated from the contact.

Having better contact data will enable the organization to better engage its prospects and customers which will assist in better campaign strategies and results.

Given the current economic challenges and budgetary pressures facing most organizations, there is a substantial desire to eradicate quality issues in data as a way to reduce costs and improve efficiency. Through the use of data enhancement services organizations can leverage contact data for business strategies. Using these services collectively or alone empowers your marketing department to become more cost effective. Reducing costs and increasing efficiency is one of the goals in undertaking a data quality initiative.

Sources:
Gartner, "Measuring the Value of Data Quality"
Melissa Data, " Lead Validation: Prospect efficiently with clean data"

BENEFITS

Ensure everyday address **quality and accuracy**	Increase the **speed and precision** of database entry	Increase **contact integrity** with enhanced information	**Reduce waste** on print, postage, and returned mail.

For more information visit:

RunnerEDQ.com or give us a call at 561-395-9322