

# Driving Business Success

Harnessing Data Quality  
for Effective Customer  
Data Management



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dun & bradstreet

# Data: A catalyst for business growth

- Understanding the critical role of data quality.
- Best practices for data management in Customer Data Platforms (CDPs).
- Real-world examples to highlight key concepts.



# Challenges in ensuring data quality

- Lack of awareness or understanding among MOps professionals.
- Reluctance or fear around handling data issues.
- Lack of clear guidance on identifying and fixing data quality issues.



Data quality is  
**EVERYONE'S**  
responsibility



# Data quality: Key to CDP success



# Data management fundamentals : Beyond the buzzwords

## **DATA GOVERNANCE**

Establish policies and standards.

## **DATA INTEGRATION**

Ensure data flows smoothly across systems.

## **DATA STEWARDSHIP**

Assign responsibility for data quality.

## **DATA ARCHITECTURE**

Create a structured framework for data use.



# A unified approach: Aligning data quality with data management

## Why Align?

- **Data management without quality control** = unreliable data.
- **High-quality data** improves the success of data management.

## Steps to Achieve Alignment

- **Cross-functional teams** with clear roles.
- **Shared goals and metrics.**
- **Regular data audits** and cleansing.



**Case study:**  
**Enhancing  
data quality at  
Dun & Bradstreet**

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# Background



**Inconsistent  
data**



**Data from  
various sources**

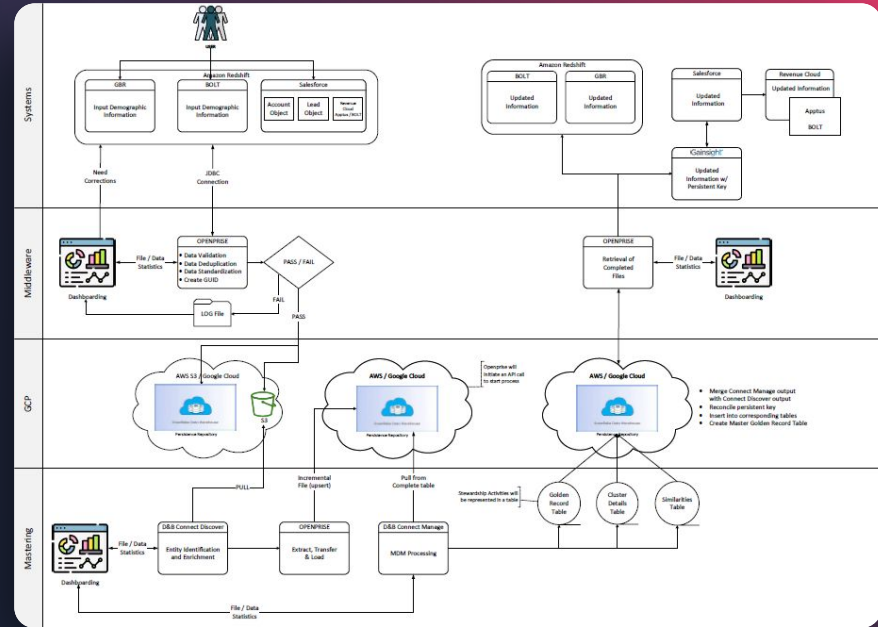


**Lack of unified  
data strategy**



# Solutions and implementation

- Regular data audits and quality checks.
- Use of advanced data management tools.
- Collaboration between business and IT teams.



# Outcome and key takeaways

**Data quality =  
Significant business benefits**



# Outcome and key takeaways

- Integration of multiple sources to facilitate cleansing, matching, and D-U-N-S numbering of each customer record from multiple source systems.
- The ability to monitor and manage changes in data and maintain history of each record.
- Ultimately, single source of truth, leading to a golden record shared across the enterprise.
- Faster Decision making and better management of risk.



# Data management best practices

- 01** Start with a clear data governance framework.
- 02** Regularly validate and cleanse data.
- 03** Fost a data-driven culture across teams.
- 04** Leverage automation tools for data management tasks.



# Why data quality for MOps and SOps



Enhanced customer insights for targeted marketing.



More efficient campaign execution.



Improved collaboration between Marketing and Sales Operations.



# Conclusion: Embracing data quality for strategic advantage

## **Data quality drives business impact:**

Prioritize clean and accurate data to enhance customer insights and marketing outcomes.

## **Tackle data quality challenges**

**proactively:** Implement systematic approaches like regular data audits and cross-functional teams.

## **Align data quality with business goals:**

Leverage data management strategies to fuel sustainable growth and operational efficiency.





If you only  
learned  
**ONE thing**  
from this  
session...

Quality data is the  
foundation of  
business success.



# THANK YOU

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