



Customer Data Health Checklist

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Use this checklist to identify customer data quality challenges that may be impacting reporting, customer experience, analytics, marketing performance and operational efficiency.

Data Integrity & Standardisation

- ☐ Standardise formatting for names, addresses, emails and phone numbers.
- ☐ Validate customer data at the point of capture.
- ☐ Identify incomplete or inconsistent customer records.



Address Data Quality

- ☐ Use address autocomplete to minimise entry errors.
- ☐ Validate addresses against authoritative postal datasets.
- ☐ Regularly cleanse address records to maintain accuracy.



Email Verification

- ☐ Perform syntax validation to ensure emails follow correct formatting.
- ☐ Use an email verification API to check if the domain exists and the email is active.
- ☐ Assess domain risk, reputation and blacklist status.



Phone Number Verification

- ☐ Standardise phone number formatting using international standards.
- ☐ Validate phone numbers through a phone verification API (e.g., check carrier & status).
- ☐ Flag high-risk phone numbers (e.g., virtual or VoIP numbers often used in fraud).



Duplicate Management & Identity Resolution

- ☐ Identify and reconcile duplicate customer records across systems.
- ☐ Implement matching and identity resolution processes to create a single customer view.
- ☐ Keep customer data consistent across CRM, marketing, support and operations.



Data Freshness & Maintenance

- ☐ Automate customer data update where possible.
- ☐ Monitor stale outdated customer records.
- ☐ Regularly review data retention policies.



Analytics & AI Readiness

- ☐ Trust the customer data used for reporting and forecasting.
- ☐ Ensure AI and automation tools use accurate customer data.
- ☐ Monitor data quality KPIs across business systems.



Customer Intelligence & Data Enrichment

- ☐ Enrich customer records with additional verified data.
- ☐ Fill gaps in customer profiles to improve insights.
- ☐ Improve segmentation and analytics with enriched data.



How Melissa Helps You Score "Excellent"

- ✓ Address Verification — Royal Mail PAF + global datasets, autocomplete, rooftop geocoding (95% UK coverage)
- ✓ Email & Phone Verification — Real-time/batch, domain risk, carrier status, fraud flagging
- ✓ Duplicate Management & Identity Resolution — Fuzzy matching, golden records
- ✓ Data Freshness & Enrichment — Automated updates, NCOA, UK consumer demographics (25M+ individuals), gap filling
- ✓ Analytics/AI Readiness — Profiling, verified data for trusted AI and segmentation

Understanding Your Customer Data Health

Next Steps:

If you've checked any of the boxes above, there may be opportunities to improve the quality, accuracy, and completeness of your customer data. Addressing these challenges can help strengthen analytics, AI initiatives, customer intelligence and operational decision-making.

Excellent

22-24

Supports analytics, AI and business growth.

Good

18-21

Provides a strong foundation for decision making.

Fair

13-17

Some data quality gaps may limit insight.

Needs Work

8-12

Data challenges may impact efficiency.

High Risk

0-7

Poor data quality may affect performance.

Ready To Improve Your Score?

[Book a Free Data Health Review or Personalised Demo](#)

About Melissa

Since 1985, Melissa has been a trusted provider of customer data quality, address verification, identity resolution and data enrichment solutions. Our industry-leading technology has processed over 1 trillion records, helping organisations worldwide capture, validate, enrich, match and maintain trusted customer data.