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Checklist
8 Signs Bad Customer and Vendor Data Is Holding Your Order Fulfillments Back

Accurate data is the backbone for successful ecommerce businesses. From personalized marketing to streamlined logistics, poor data quality can cost you conversions, customer loyalty and revenue. If you recognize any of the following challenges, it's time to tighten your data strategy.

1. Cart Abandonment & Fulfillment Failures
- ☐ Are you seeing too many failed deliveries due to incorrect shipping addresses?
- ☐ Are customers complaining about missed or delayed orders?

2. Low Engagement on Campaigns
- ☐ Are your email or SMS campaigns falling flat with low open or click-through rates?
- ☐ Are personalized offers or promotions missing the mark due to outdated customer data?

3. Manual Fixes & Customer Support Overload
- ☐ Is your support team constantly fixing order issues or duplicate records?
- ☐ Are manual data entry errors leading to returns, refund requests or complaints?

4. Payment Failures, Revenue Loss & Fraudulent Transactions
- ☐ Are transactions failing due to incorrect billing information?
- ☐ Are outdated customer records leading to churn or missed upsell opportunities?

5. Compliance & Data Privacy Risks
- ☐ Are you struggling to meet GDPR, CCPA or other data privacy compliance due to inconsistent records?
- ☐ Are duplicate or mismatched customer profiles putting you at risk of security issues?

6. Inaccurate Inventory & Supplier Data
- ☐ Are bad vendor or supplier records slowing down order fulfillment?
- ☐ Is inaccurate product data leading to stockouts or fulfillment errors?

7. Poor Customer Experience During Support & Returns
- ☐ Are customer service representatives unable to quickly verify customer information during support chats or calls?
- ☐ Are refunds, exchanges or returns getting delayed with incorrect customer shipping addresses?

8. Disconnected Platforms & Fragmented Customer Views
- ☐ Are your sales, marketing and fulfillment platforms working off different data sets?
- ☐ Are you missing a 360-degree view of your customers that could improve retention and personalization?

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If You Ticked 2 or More Boxes, It's Time to Act!

Improving customer data helps you:

✔ Reduce returns, chargebacks & delivery issues

✔ Boost campaign engagement & conversion rates

✔ Strengthen compliance & reduce risk exposure

✔ Create a seamless, personalized customer experience

Book a free data audit to see how accurate contact data can optimize your operations and support your mission.

Book My Data Audit

Melissa solutions cleanse, enrich and connect your data:

- Real-time shipping & billing address verification at checkout
- Identity verification to reduce fraud and payment risk
- Customer and vendor record enrichment with firmographic & demographic data
- Deduplication and matching to build a complete customer profile across platforms

About Melissa

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. More than 10,000 clients worldwide in areas such as retail, education, healthcare, insurance, finance, and government, rely on Melissa data quality and ID verification software, including data matching, validation, and enhancement services to gain critical insight and drive meaningful customer relationships.

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