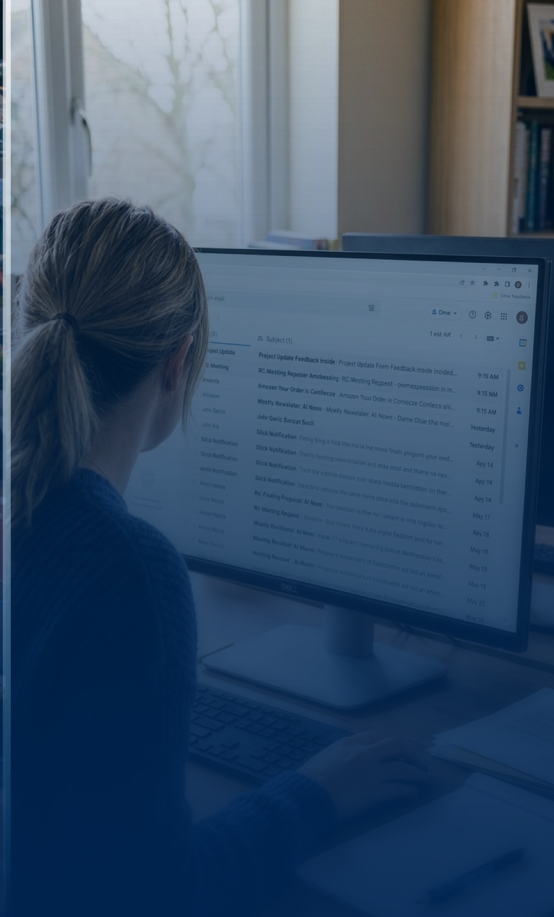




The Melissa Method

A Practical 4-Step Framework
For Trusted Customer Data

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Is Your Customer Data Working for you?

Customer data is one of your organisation's most valuable assets, but it degrades faster than most businesses realise.

Every year, customer records become outdated, incomplete, duplicated and inaccurate as people move, change jobs and update their contact details. Left unmanaged, poor-quality data can lead to failed customer communications, operational inefficiencies, compliance risks and missed revenue opportunities.

Organisations that prioritise data quality are better positioned to improve customer engagement, support business growth and deliver better customer experiences.

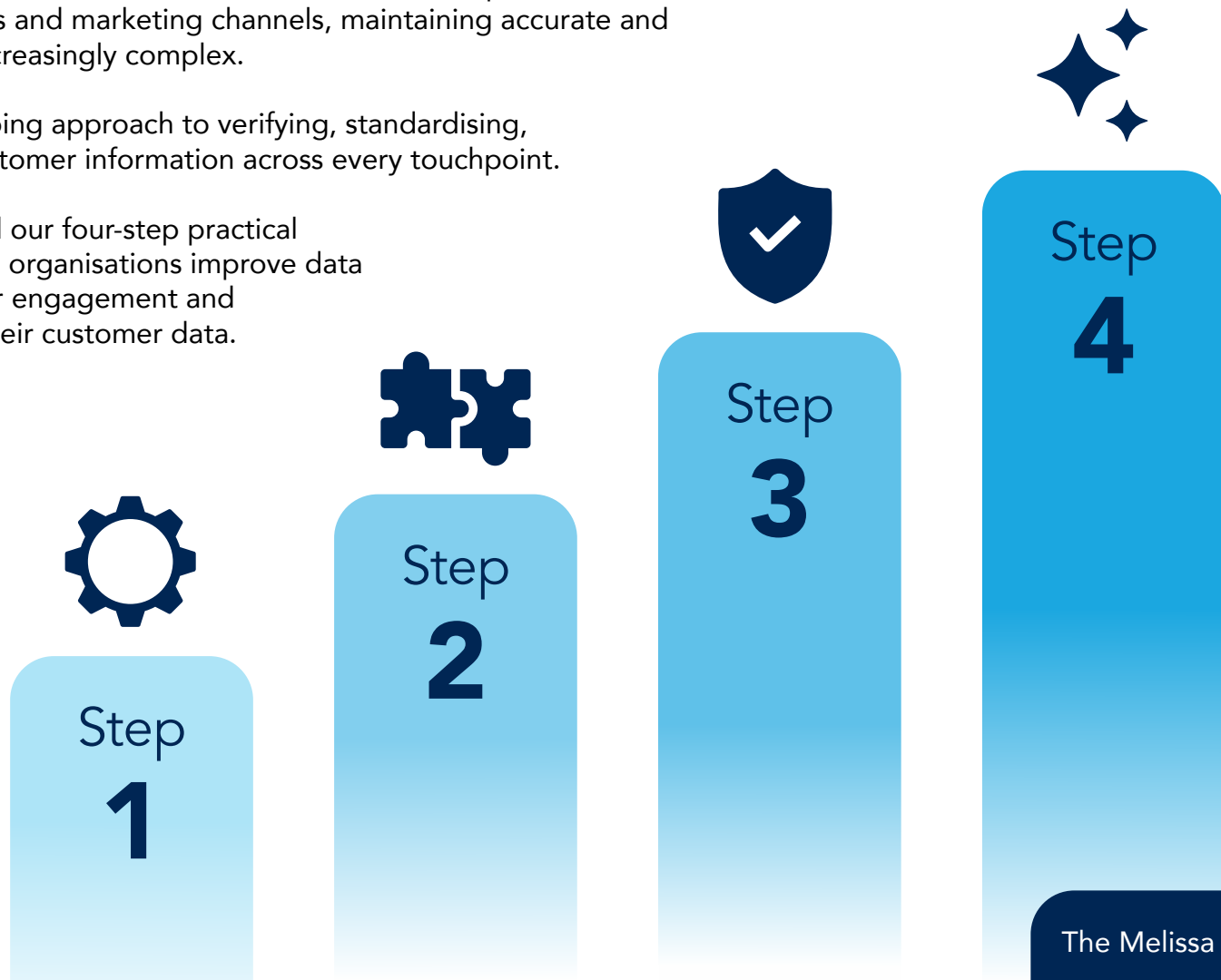


A Practical 4-Step Framework For Trusted Customer Data

Improving customer data quality requires more than a one-off cleansing exercise. As organisations collect customer information across websites, CRM platforms, contact centres, ecommerce systems and marketing channels, maintaining accurate and consistent data becomes increasingly complex.

Organisations need an ongoing approach to verifying, standardising, enriching and managing customer information across every touchpoint.

That's why we've developed our four-step practical framework designed to help organisations improve data quality, strengthen customer engagement and unlock greater value from their customer data.

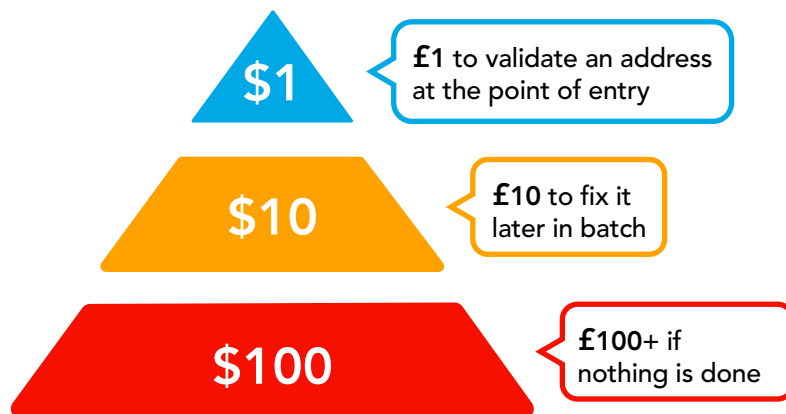




Step 1 | Clean Bad Data

Over **24%** of customer data naturally degrades over time as people move, change jobs, update contact details and alter their preferences. This can largely impact the customer experience, operational efficiency and business performance.

Consider the **"1-10-100 Rule"**, which suggests it costs £1 to verify a record at the point of capture, £10 to cleanse it later, and up to £100 if poor-quality data is left unresolved. The longer data issues remain unaddressed, the greater their impact to your bottom line.



Verify & Standardise Address Data

Address data is no exception. Inaccurate, incomplete and outdated addresses can enter your systems through manual data entry errors, customer input mistakes and ongoing data decay. Left unmanaged, these issues can lead to failed deliveries, operational inefficiencies and poor customer experiences.

By verifying and standardising address data, organisations can reduce failed deliveries, improve customer onboarding and support a better customer experience.

Implementing address autocomplete and verification tools across websites, contact centres and CRM platforms helps prevent errors before they enter your systems. These solutions automatically suggest verified and standardised UK and international addresses as users type.

Address verification tools can also cleanse, correct and enrich existing address data within your database using batch processing, ensuring customer records remain accurate and up to date.



Validate Email Addresses

Invalid email addresses can reduce deliverability, increase bounce rates and negatively impact sender reputation. Over time, poor-quality email data can affect customer communications, marketing performance and customer engagement.

Real-time email verification helps determine whether an email address is valid and deliverable before a message is sent. It can also identify syntax errors, typos and other issues that reduce data accuracy, helping improve deliverability and campaign performance.

Email append and email change-of-address services can help organisations maintain accurate customer contact data by identifying updated email addresses and filling gaps within existing records. This helps improve customer reach and supports more effective customer communications.

Inputted Email Address

JohnSmith112@gmail.conn

Parse & Standardise

JohnSmith112@gmail.com

✓ Syntax and Domain Correction

Email Mailbox Verify:

JohnSmith112@gmail.com

- ✓ Valid Address
- ✓ Deliverability Confidence Score: 96%

Dust Off Dirty Phone Data

Phone number data can quickly become outdated as customers change providers, switch devices or disconnect old numbers. Invalid or inactive phone numbers can reduce campaign effectiveness, impact customer communications and create unnecessary operational costs.

A phone verification solution helps verify phone numbers, identify number type (mobile, landline or VoIP) and determine whether a number is active and reachable. This helps organisations maintain accurate contact records and improve the effectiveness of SMS and outbound communication campaigns.

Phone intelligence solutions can also provide additional insights associated with a phone number, helping organisations improve customer engagement and support fraud prevention efforts.

It's also important to regularly screen phone data against Do-Not-Call registries to support compliance and responsible customer communications.



60%

of customers intentionally provide incorrect information when submitting personal details online.

-Source: Marketing Week

Step 2

Create a Single Customer View



Pay extra attention to duplicate records. Duplicate customer records increase costs, create operational inefficiencies and make it difficult to build a complete view of your customers. Research suggests duplicate rates can range from **10-30%** across many customer databases, impacting reporting, customer communications and overall data quality.

Record consolidation helps identify and merge duplicate customer records, creating a more accurate and complete view of each customer. This improves data consistency across systems and helps support better customer experiences, analytics and decision making.

Consolidating duplicate records into a single master or "golden" record provides a trusted customer view across the organisation. Advanced matching technologies can identify even complex duplicates, helping organisations improve data quality, strengthen customer engagement and unlock greater value from their customer data.

Even small differences in customer records can create duplicates. For example, "Sam" and "San" with the same date of birth and contact details may represent the same individual, resulting in multiple customer records across your systems.

Identifying and consolidating these records into a Single Customer View (SCV) helps create a more complete and accurate picture of each customer. This enables better customer experiences, more effective communications and stronger business insights.

Advanced matching technologies can identify even complex duplicate records, helping organisations maintain trusted customer data and unlock greater value from their CRM and business systems.

Poor data cost a business
20-35%
of operation revenue.

-Source: Feedback Business Review



Step 3

Earn Trust with Data Governance



Strong data governance is essential for maintaining customer trust and supporting compliance obligations. Organisations need a clear understanding of what customer data they hold, where it resides and how it is being used across the business.

Maintaining accurate and up-to-date customer records makes it easier to manage consent preferences, respond to data subject requests and reduce the risks associated with inaccurate, duplicate or outdated information.

It's also important to regularly assess third-party vendors and data providers to ensure customer information is being handled in accordance with privacy regulations and internal governance policies.

AI Initiatives

As organisations increasingly adopt AI and automation technologies, the quality of the data powering these initiatives has never been more important. Inaccurate, incomplete and duplicate records can lead to unreliable outputs, poor decision-making and reduced confidence in AI-driven insights.

Establishing strong data governance practices and maintaining trusted customer data helps create a reliable foundation for analytics, automation and future AI initiatives.



80%

of the time spent on AI and analytics projects is dedicated to preparing and managing data.

-Source: IBM

Step 4

Enrich & Activate Your Data

Organisations can go beyond data cleansing by enriching customer and business records with additional demographic, firmographic and geographic data. Enrichment helps create a more complete view of customers, enabling better segmentation, personalisation, analytics and AI-driven decision making.

Adding demographic and lifestyle data elements to customer records helps organisations better understand customer behaviours, preferences and needs. This supports more relevant customer experiences, improved targeting and stronger marketing performance.

Business enrichment data such as industry classification, employee size, revenue and company structure can help improve lead scoring, segmentation, territory planning and account-based marketing initiatives.

Geocoding converts addresses into latitude and longitude coordinates, helping organisations visualise customer concentrations, optimise territories, support location intelligence initiatives and uncover new business opportunities.

AI & Analytics Readiness

AI initiatives are only as effective as the data that powers them. Enriched customer and business data provides additional context that can improve analytics, automation and AI-driven insights, helping organisations make more informed decisions.



In Conclusion

Building trusted customer data is no longer just a marketing initiative – it's a business imperative. Optimising customer data, organisations can improve experiences, strengthen compliance efforts, support AI initiatives and make more informed business decisions.

The result? More accurate insights, greater operational efficiency, stronger customer relationships and a trusted foundation for future growth.

Request a personalised demo or free Data Quality Analysis today.

Request Demo





For over 40 years, Melissa has helped organisations improve data quality, verify identities and create trusted customer records. Our solutions enable businesses to verify, standardise, match, enrich and manage customer data across the entire customer lifecycle.

Trusted by more than 10,000 organisations worldwide, Melissa supports industries including financial services, insurance, healthcare, retail, technology and government. Through flexible APIs, cloud services and data quality platforms, we help organisations improve customer experiences, support compliance initiatives, reduce risk and unlock greater value from their data.