MAKING DATA
QUALITY A SUCCESS

6 things to consider when getting started with Data Quality – key success factors to establish succesfully

Data quality is a foundational capability on the journey to becoming a Data Driven organisation, but many struggle getting started and then realising the value. In our work with clients, we have identified the following considerations when starting the journey.

Start Small

When you start talking about Data Quality, you are likely to unearth a multitude of issues that may have been hidden for a long time. Don't try to solve lots of them right away: pick something that is either causing a problem, such as inconsistent customer consent details preventing marketing to 20% of customers, or a new regulatory requirement that needs a defined level of data quality

Don't Treat Data Quality as a Project

Data Quality is a capability that needs to serve the needs of an organisation in the long term, not a one-off project. An initial capability may be delivered through a project, but long-term data quality can only be achieved through a continuous cycle of monitoring and improvement

Don't get Hung Up on Names and Titles

Data Stewards often identify themselves and may be happy to take on the role. On the other hand, the term Data Owner can be difficult to get people to accept. Focus on the role and responsibilities rather than the name

Establish Data Governance Incrementally

Organisations looking to develop a data quality capability often lack the appropriate data governance structures. As with data quality, start small with data governance, building out enough to support the initial requirements whilst planning for the future. Ensure that Data Quality Monitoring is directly linked to the Data Governance Structures with clear responsibilities, escalation routes and resolution pathways

Demonstrate the Value

It's important that stakeholders are able to see the value of the data quality capability. Iit isn't just a technical capability, but an enabler. If you've made it possible to market to the 20% of customers that you couldn't before, or saved hours of manual effort in fixing data each month, make it known to your stakeholders. Always define the KPI's that measure the business impact of Data Quality initiatives to determine where effort and resource is best focused

Good Enough is Enough

Not all Data has to be 100% across all Quality Dimensions. Knowing when to stop means knowing what the purpose of the data is, what or if there is the business impact to poor quality data and what level of quality is appropriate for that purpose. Don't monitor or fix data that has no business purpose