

10 top tips to help keep your database clean and up to date



Why do we maintain data?

Maintaining data is important for all companies, but why?

How frustrating is it to receive 3 letters from the same company? Or you're contacted by a company and they get your name wrong! It puts you off if your details aren't correct and the customer can feel like you don't care.

This is why the information held on your database needs updating. Not only helping you to provide excellent customer service but it also helps you build that relationship with your customer or prospect.

Here's 10 top tips to keep you on track

- Create a template with mandatory fields to keep consistent data
- Check your CRM software – will it allow you to import data
- Add a unique reference number to your records to help track changes
- Get a free data quality report to assess your data
- Don't make errors by rushing your data cleansing. Give it time
- Protect your data make sure you have an NDA when working with a supplier
- Don't waste time cleansing records who have asked not to be contacted
- Do it bit by bit. Only do the data you need
- Flag your records rather than delete
- Little and often is key – clean your data monthly