

# Boosting 20% in C-SAT score for a leading Life Sciences software company with AI-enabled DQ Platform

## Key Challenges



- Existing customer data was incomplete, outdated, and inconsistent across various sources
- High bounces and poor response rate from marketing campaigns
- Lack of trust in the CRM data - resulting in missing, wrong addresses and contact information
- Difficulty for sales reps to effectively target and engage with customers, resulting in lower sales performance

## Business Solution



Incedo DQxpert AI-enabled Data Quality Platform

- Established rules and metrics to evaluate the quality of data based on pre-defined thresholds
- Used data profiling and data cleansing tools to identify and correct DQ issues
- Leveraged 3rd party data sources to enrich data and ensure accuracy
- Implemented a data governance framework to ensure ongoing DQ monitoring and management

## Business Impact



# 20%

Improvement in Customer Satisfaction (C-SAT) Score

# 50%

Reduction in Data Quality errors

# 5%

Boost in Adoption



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