

DATA QUALITY

The Key to Success with Technology



Christina R. Fritsch, JD

CRM & Client Success Consultant
and Founder

CLIENTSFirst Consulting

- 15+ years of experience working together with more than 300 top firms across the country
- Experienced presenter on Technology, Marketing & Business Development topics
- JD Supra Readers Choice Award-winning author
- Fellow, College of Law Practice Management
- Team of more than 100 professionals
 - CRM Success consulting
 - Outsourced data quality and enhancement
 - Competitive intelligence



The Data Quality Dilemma

- Up to 30% of data quality degrades each year
- Problems caused by bad data
 - Messages miss their mark
 - Events are expensive and don't yield ROI
 - Targeting and segmenting is impossible
 - Technology adoption suffers
 - Opportunities to develop business are missed
 - Data privacy compliance issues

Types of Bad Data

- Duplicate people and companies
- Dated or incorrect data
- Incomplete records
- Missing contact information
- Retired and deceased contacts
- Acquired or closed businesses
- Incomplete business and industry data
- Disconnected silos of data

Enhanced Information

■ People

- Titles
- Roles
- Relationships
- Locations
- Interests
- Interactions / activities
- Associated company with industry

■ Companies

- Industry
- Size
- Revenue
- News / business
- Competitors
- Public vs. private

What To Do About Bad Data

- Assess the mess
- Determine the scope of the clean-up
- Put together a plan
- Dedicate the resources
 - Time, money, people
- Enhance information
- Reach out for help
 - Call CLIENTSFirst

Christina R. Fritsch, JD

CLIENTSFirst Consulting

E: CF@ClientsFirstConsulting.com

P: 404-249-9914

W: www.ClientsFirstConsulting.com

B: www.CRMSuccess.net

T: @CRMSuccess



Chris Fritsch, JD
Founder and CRM Success Consultant
at ClientsFirst Consulting



CLIENTSFirst Gift to You

- Complimentary Dataanalysis assessment of your firm's data
- White Paper on data quality best practices

