

D&A TRANSFORMATION TALES

Leverage Accurate and Faster Decision Making with **Data Quality Management**



BACKGROUND

Our client is a leading multi-industry publishing conglomerate with a diverse portfolio spanning books, magazines, newspapers, and digital media. With operations spanning multiple countries and markets, the organization faced critical data quality challenges that hindered its ability to make informed decisions and deliver seamless experiences across its various platforms. Our client grappled with several data quality issues across its diverse operations, ranging from inaccurate customer information to inconsistent product data. These challenges manifested in the following ways:

- Fragmented data systems, leading to siloed data repositories that hindered a unified view of business operations.
- Inconsistent data standards resulted in complicated data integration and analytics efforts.
- Absence of a centralized data management strategy generated duplicate records and outdated information

These data quality issues impacted the organization's ability to deliver personalized experiences, make data-driven decisions, and maintain a competitive edge in the rapidly evolving publishing landscape.



THE SOLUTION

To address the fragmented data landscape, inconsistent standards, and data quality issues faced by the publishing conglomerate, we implemented a comprehensive solution that involved several key activities. First, we conducted a thorough assessment of the existing data environment across all verticals and business units. This assessment helped us identify the root causes of data quality problems, map data flows, and pinpoint areas requiring immediate attention. Here are some of the highlights of this project:

- **Robust data governance framework:**
By working closely with cross-functional teams, our experts proposed a robust data governance framework that helped define data ownership and implement policies and procedures to ensure data integrity and compliance across the organization. ■ Enabled comprehensive visibility into the entire data landscape
- **Standardized data entry implementation:**
A critical component of our solution was the implementation of standardized data entry protocols and tools across all data collection points. We designed user-friendly interfaces and provided extensive training to ensure consistent data capture adhering to the newly defined standards.
- **Bridging data gaps and inaccuracies:**
To address data gaps and inaccuracies, we partnered with reputable third-party data providers to enrich customer and product data. This involved integrating external data sources, implementing data cleansing and deduplication processes, and developing automated workflows for continuous data enrichment.

- **Centralized data quality monitoring system:** Finally, by implementing a centralized data quality monitoring system that continuously tracked key data quality metrics and provided real-time alerts, we enabled the client's data team to identify and resolve data quality problems promptly.



BUSINESS BENEFITS

- 23% increase in overall data quality
- 15% reduction in data-related errors
- 12% improvement in customer satisfaction scores
- 12% improvement in operational efficiency, driven by streamlined data management processes and reduced data errors



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For more info contact: info@aspiresys.com or visit www.aspiresys.com

USA

+ 1 630 368 0970

SINGAPORE

+65 3163 3050

INDIA

+91 44 6740 4000

BELGIUM

+ 32 3 204 1942

NETHERLANDS

+ 31 (0)30 800 92 16

POLAND

+48 58 732 77 71

MEXICO

+52 222 980 0115