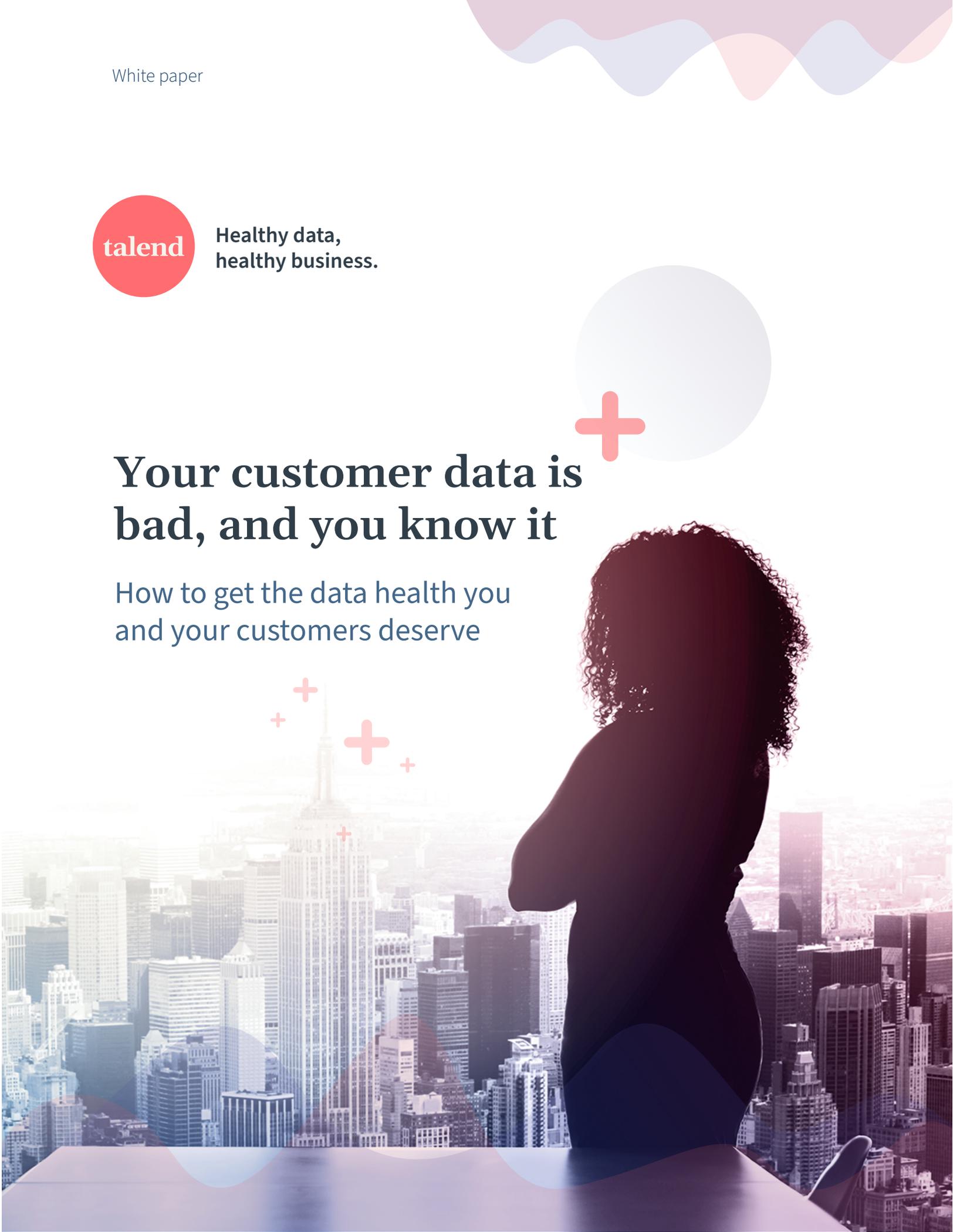




Healthy data,
healthy business.

Your customer data is bad, and you know it

How to get the data health you and your customers deserve



What went wrong with customer 360

Three decades into the data revolution, we find ourselves asking an existential question: What happened to the promise of customer 360?

The ability to get more customer data was supposed to fundamentally change the relationship between customers and brands. Companies were going to be able to offer targeted, meaningful engagements that would multiply average deal size and slash time to close. Predictive algorithms would make it possible for brands to give their customers everything they needed — before they knew they needed it — sending customer loyalty and lifetime value (LTV) through the roof.

So what went wrong?

77% of organizations report that customer insights have failed to become a source of growth and competitive differentiation

When digital transformation became a common objective, most organizations treated it as nothing more than a perfunctory series of boxes to check if they wanted to keep up with the competition. Even as companies invested in expensive tools to generate and consume data, they still struggled to see the promised value in those investments. In fact, a shocking [77% of organizations](#) report that customer insights have failed to become a source of growth and competitive differentiation.

Realizing the promise of customer 360 requires a change in the way we think about customer data. The companies who thrive will be the ones who adopt a holistic perspective and treat data as a long-term strategic asset that underpins every business decision. In short, healthy businesses will be the ones who prioritize data health.

What is data health?

The human body is made up of interdependent systems: the circulatory system, the immune system, the respiratory system, and so on. If any one of those systems falters, it affects the health of the whole body. A business works much the same way — except, instead of physiological systems, a company is made up of functional groups including marketing, IT, HR, sales, finance, and other departments.

Data is integral to every one of those groups. It is the key to both understanding what is going on inside the business and fixing anything that has gone wrong. *Data health* is the condition of a company's data and how well it supports effective, timely decisions and business objectives.

There is no single magic pill for data health because needs, markets, and consumer behaviors are constantly changing. Instead of looking for a simple solution, companies need to treat data health as a discipline that accounts for all three dimensions of the [ongoing practice of data health](#):

- **Preventative measures** — preemptively identifying and resolving data challenges
- **Effective treatments** — systematically improving data reliability and reducing risk
- **Supportive culture** — establishing an organizational discipline around data care and maintenance

Data health goes beyond simply fixing bad data and looks at how data is handled throughout the organization and throughout its lifecycle. It is the natural evolution of data quality and data trust: Data quality improves the characteristics of data through processes such as cleansing, matching, profiling, monitoring, enrichment, parsing, and standardization. Once the data quality checks are in place, users can review the data and share their opinions on its relevance, building trust in the data across the organization. The [Talend's Trust Score™](#) makes this quantification and communication transparent and intuitive.

Data health is the logical next step of that process. In an organization with healthy data, all users collaborate on a single, aligned view of the facts based on complete, accurate, and timely data. This forms the basis for fast and effective business decisions that make it possible for cross-functional teams to respond to business challenges and opportunities.

In a nutshell, data quality means having data that's free from errors, data trust means knowing that you can confidently use that data for decision-making, and data health means that you have a holistic company culture of maximizing the value of your data.

Evaluating data in terms of dollars

Businesses say they want to get more value from their customer data, but their objectives for data initiatives still tend to be more nuts-and-bolts than dollars-and-cents. [In a recent survey](#), Talend discovered that 48% of marketing and sales executives make business decisions without data-driven justification.

To drive tangible business impact, data leaders need to be strategic partners of line-of-business leaders in marketing

and sales. This is possible when functional groups can align and focus on achieving topline revenue and cost control.

Data health gives IT and data leaders and line-of-business leaders a common vocabulary to discuss how data can drive long-term business success for the organization. It is time to stop thinking of management of data as a cost center and start treating it like the profit center it can be.

Cost efficiencies: Total cost of ownership (TCO)

Any meaningful conversation about the value of customer data must start with the same question: What is the real cost of your customer data?

Many companies only consider the licensing costs of software, hardware, and services — but that view is incomplete. The total cost of ownership (TCO) accounts for all the costs associated with customer data, including licensing, deployment, configuration, onboarding, and on-going maintenance.

When you're looking at reducing the total cost of your data investment, the first area to consider is **employee productivity**. If even 10 employees spend just 20% of their time finding and preparing data before it's ready to use, unhealthy data is costing you hundreds of thousands of dollars every year. And that could be a conservative estimate. A full one-third of analysts report that they spend [40% of their time vetting and validating data](#) — and full-time analysts are not your only data consumers.

Anyone in your organization who relies on data to run reports or plan campaigns may be suffering if your customer data is not healthy. Now let's look at the **efficiency of the data producers** that are tasked with maintaining and providing access to usable data. Hand coding and cumbersome manual data pipelines take much longer to execute than streamlined, automated processes. And when ad hoc solutions and poor documentation predictably result in data that's fragmented, inconsistent, and siloed, everyone in the organization pays the price.

Investing in technology for better data management could significantly reduce the cost of your customer data in two key ways:

- **Data integration:** Consider the cost of manual data integration. A typical organization has multiple full-time data engineers with six-figure salaries spending weeks or months ingesting and migrating customer data from a sprawling network of data sources. It's obvious that hand-coding can't be a sustainable option, especially when the data sources keep growing in size and numbers. By automating and streamlining these processes, [data integration technology](#) cuts the time and cost of data integration down to a fraction of manual processes.
- **Data quality:** Preparing data for use can be an even bigger resource sink than data integration, with serious potential consequences if anything goes wrong. [Technology for data integrity and governance](#) can not only cut those costs by up to 70%, it provides better visibility into the quality of your data, gives you confidence that things are going well, and alerts you when something is amiss so you can correct data issues before they become real problems.

Incremental business value: Return on investment (ROI)

To IT leaders, it's obvious that data strategy deserves a special place at the table for any discussion about strategic business initiatives. The TCO is a necessary but not sufficient part of the business value discussion. Of even more concern are the opportunity costs and benefits that remain invisible not because they were never realized, but because they were never even expected in the first place.

The IT leader can become an indispensable partner to the CMO and CRO simply by putting ROI front and center. Let's look at just a few ways that data health can transform your customer 360 investment from a cost center into a profit center:

- **Improvement in cost of acquisition (CAC):** Healthy data makes it possible to run more targeted marketing campaigns and develop timely contextual communications that are relevant to customer needs. With more targeted engagement based on deep customer insights, marketing and sales teams can achieve better outcomes, such as increased pipeline and reduced CAC.
- **Increase in sales velocity:** Shrinking the time it takes to convert a lead to a sale translates directly to annual revenue. For example, cutting the sales cycle from 90 days to 60 days — a 33% decline — results in a total throughput increase of 50%, and that translates directly to increased revenue.
- **Improvement in retention, upsell, and cross-sell:** With healthy data about prior customer activity and product usage, you can send more informed and timely communications to your existing customers. The improved engagement and reduced churn that result from these programs will have an outsized impact on the value of that customer over time. This is especially true for companies that have repeat or subscription customers.

- **Product innovation:** To be competitive in the market, companies need to quickly capture insights based on data on product usage, customer feedback, and market or channel dynamics. These insights, both qualitative and quantitative, serve as the basis for product innovation. Data-driven product innovation can help drive improved market share, customer satisfaction, pricing leverage, and more.
- **Opportunity cost of time to market:** Manual data correction or siloed tools can add weeks or months to your time to market — time that directly impacts your ability to respond to market and competitive dynamics. By putting trusted data in the hands of decision-makers across your organization in a timely manner, you give them the power to make faster and better business decisions.
- **Risk mitigation:** Even without the demands of regulations such as GDPR and CCPA, you would want to keep your data safe and secure — customer data doubly so. Technology that supports data health lets you control how customer data is captured, stored, and accessed, all while maintaining compliance with security and privacy regulations. These protections will keep you safe from the potential risks of fines from regulators, costly legal fees, and, worst of all, loss of consumer confidence.

Any conversation about adding value to the business must start with the preventative measures, effective treatments, and supportive culture of holistic data health. Armed with data-driven customer insights that the entire organization can trust and act upon, any business will be well positioned to get real value from their customer 360 initiatives.



Data health in action: Stories from three industry leaders

To appreciate the true value of data health, you have to see it in action. Here are the stories of three industry leaders who used the principles of data health to transform their customer experience initiatives.

“Talend allowed us to automate our data quality scoring. This has been a critical determinant to the success of our marketing campaigns.”

John Bibal II
Director of Data Engineering and Data Quality,
Globe Telecom

Globe Telecom

Globe Telecom, one of the largest providers of digital services in the Philippines, was operating in a saturated market with limited opportunity to expand. Any strategy for growth depended on nurturing customer relationships and fostering lifelong value with each customer.

For Globe Telecom, *getting* customer data was never the problem. But they were stuck with time-consuming manual processes for assessing data quality that left them struggling to make that data useful for engaging customers.

Like many companies, Globe Telecom had issues identifying and resolving data challenges before they could become problems. To take better advantage of the customer data they were collecting, they needed **preventative measures** to ensure that their customer data was of high quality so they could apply it to their marketing efforts with confidence.

Working with Talend, Globe Telecom automated data quality as customer data flowed into their hybrid data lake environment. By streamlining the data quality process, Globe Telecom made sure that the data was as clean as possible before it went into the data lake — and that their analysts could quickly catch and resolve any remaining quality issues. Automated daily data quality scoring let data users know that they could trust the data, leading to a significant improvement in marketing performance.

400%
increase in trusted
email addresses

30%
reduction in
cost per lead

13%
increase in
conversion rate

80%
increase in
click-through rate



“Each and every traveler is unique. With our platform, we offer ‘made-just-for-me’ travel experiences, from purchase planning through the postflight stage.”

Gauthier Le Masne
Chief Customer Data Officer,
Air France

Air France–KLM

Air France–KLM, one of the largest global airlines, wanted to improve their customer service. They were collecting customer data from a variety of sources, including trip searches, bookings, and flight operations, with web, social media, call center, and airport lounge interactions. While they knew they were sitting on a wealth of data, they still needed **effective treatments** to make that data useful and accessible for their customer service programs.

As part of their effort to streamline the flow of information, Air France–KLM put Talend at the heart of their customer 360 platform. Not only did this solution help them ensure data quality, Talend’s metadata management capabilities made it possible to improve the governance of data and empower data stewards to keep the data clean while ensuring their customers’ privacy.

Tens of millions

of unique, regulation-compliant customer experiences

1 million

pieces of data collected each month

10x

faster access to customer data for employees



“Our insured customers expect a simple, secure, and personalized experience. The data governance and automation that Talend provides us is a real game changer in this respect.”

Simon Latouche
Data Engineering Director,
SSQ Insurance

SSQ Insurance

With over three million customers and CA\$13 billion in assets, SSQ Insurance is one of Canada’s largest financial institutions. They had over 75 years of product and customer data, but that data was isolated in various systems, databases, and customer portals. They wanted to break down these siloes and build a more **supportive culture** that relied on unified customer data to develop more personalized relationships with their customers.

SSQ Insurance had two goals for its data project: to improve insight into its customers and to modernize its data foundations with an analytic-ready cloud infrastructure — all without compromising on data confidentiality standards.

The company turned to Talend because it offers a complete solution, from data integration to data enhancement to API-based applications. Talend has also helped resolve one of the most difficult issues in a master data project: when a human has to take back control from a machine. With Talend’s technology for data governance and data stewardship, SSQ Insurance was able to balance its increased use of customer data while ensuring the quality and security of that data.

Ultimately, SSQ Insurance was able to collect all their customer data into a Snowflake data warehouse on Azure, with quality ensured by Talend’s cloud platform running on AWS. With all their customer data consolidated in a single location, SSQ Insurance is able to send the right offer to the right customer, via the right channel and with the right message.

30%
improvement in efficiency
of development teams

New data projects
delivered in
weeks
instead of months

3x
increase in email
conversion rates

The prescription for achieving healthy data

The value of healthy data is obvious. But how do you build that practice in your own business? The difference between people who live a healthy lifestyle and those who don't isn't whether they know how to be healthier — it's whether or not they prioritize diet, sleep, and exercise in their daily life.

The same is true for your data: if you don't have the infrastructure that supports your customer 360 initiatives, those initiatives become moot. To establish healthy data practices, roles and responsibilities must be clear, tracking and auditing must be extensive (with minimal friction), and regulations must be seamlessly integrated in core processes.

As you begin to prioritize data health, you will want to build these key steps into the fundamental fabric of your data management:

- **Identification of risk factors** — The best way to prepare for the future is to recognize areas of potential risk, before problems arise. This could include internal risks, such as your company's applications, processes, and employees, as well as external risks, including partners, suppliers, and even your customers.
- **Prevention programs** — Good data hygiene requires good data practices and disciplines. Responsible labeling and documentation of your data (such as the insight into data trustworthiness provided by the Talend Trust Score™) makes it easier to assess and control the intake of data, producing information that is easier to understand and harder to ignore.
- **Proactive inoculation** — Machine learning can train your systems to recognize bad data and suspect sources before they can take hold and contaminate your programs, applications, or analytics.
- **Regular monitoring** — The sooner a data health issue is detected, the better the chances of an effective intervention. Just like medical wearables help us track our health between annual checkups, you should institute a practice of continuous data profiling in addition to assessments of all incoming data and regular batch checkups.
- **Protocols for continuous prognosis** — Over time a doctor will tweak a prescription, providing more or less medication as the patient requires. We should adopt this philosophy with our data as well: the specifics of any intervention will continuously evolve and improve, but we can't afford not to have it.
- **Efficient treatments** — Any medical intervention involves a risk/benefit assessment: the clear advantages to the patient must be weighed against any potential side-effects. But that doesn't mean you only move ahead when there is zero risk. Good data professionals know how to balance tradeoffs between things like security and efficiency to the net benefit of the company and its customers.

There may not be a single defined universal end state for data health. However, we can make data health a way of life by taking conscious steps along every stage of the data lifecycle, from before it enters the pipeline until it's used by analysts and applications. By preparing ourselves with the best technology, people, and practices, we can protect ourselves from the most significant— and the most common — threats to data health.

Here's to your health!

Wellness is a multi-trillion-dollar industry for a very simple reason: we want to live longer, and we want to feel good doing it. In the same way, you invested in customer experience initiatives so that your business would thrive for years to come. To realize that vision, it is imperative that you invest in data health as well.

[Talend](#) focuses on the end goal of using and governing data more effectively through trust and quality. By putting healthy data at the center of your [customer 360 initiatives](#), you will provide customers with experiences that exceed expectations, and your team with the visibility they need to make confident decisions and build better customer relationships.

To get started on your journey to healthier data, [contact Talend today](#) and connect with one of our data experts.

About Talend

Talend, a leader in data integration and data integrity, is changing the way the world makes decisions.

In order to compete and win, IT and business leaders need data that they can trust and understand instantly. Talend Data Fabric is the only platform that seamlessly combines an extensive range of data integration and governance capabilities to actively manage the health of corporate information. This unified approach is unique and essential to delivering complete, clean, and uncompromised data in real-time to all employees. It has made it possible to create innovations like the Talend Trust Score™, an industry-first assessment that instantly quantifies the reliability of any data set.

Over 6,500 customers have chosen Talend to run their businesses on healthy data. Talend is recognized as a leader in its field by leading analyst firms and industry media.

Talend is Nasdaq listed ([TLND](#)) and based in Redwood City, California.

For more information, visit www.talend.com