



## MITIQ Customer-Centric Information Quality Management (CCIQM) Work Group

*Want a more effective CRM solution?  
Want higher quality customer information?*

### What is Customer-Centric Information Quality Management (CCIQM)?

Customer-centric information quality management consists of methods and techniques used to achieve and maintain an exceptionally high level of information quality necessary to support effective customer-centric information. In particular, CCIQM addresses issues surrounding client recognition systems used in Customer Relationship Management (CRM) applications, including quality implications of new, entity-clustering architectures.

### Why is Customer-Centric Information Quality Management Important?

Successful Customer Relationship Management (CRM) requires "customer-centric" strategies across all areas of a company's business, from its culture to its integration of business processes. These strategies recognize customer information as the common foundation for providing continuity of service across all business functions while allowing each aspect to optimize around its assigned mission. Because customer-centric quality can only be as good as the quality of the customer information upon which it is based, it is critical to assure the highest quality data, consistency, and flexibility while managing customer information. CCIQM involves rethinking quality management processes and infrastructure. It is an integrated approach to information quality management.

### Research Sponsor Benefits

- o Improved customer data quality through the application of work group insights and techniques
- o Collaboration with industry leaders in customer-centric information management
- o Reduced cost per work group participant versus individual collaborations

### What Leaders Are Saying About Us

*"I see this collaboration with the MITIQ program as a means to further Acxiom's enterprise-wide commitment to data quality as a sustainable competitive advantage for our customers. The MITIQ program brings together leaders from industry, government and academia to share the understanding and means they need to ensure the best information quality is available across their organizations."*

—Zachary Wilhoit, Acxiom Leader  
for Data Content



*"Understanding the customer is key to any company's business strategy, especially when the potential for product and market synergies exist. The completeness, quality, and currency of customer data are key. The architecture and methods employed to leverage high volumes of less than perfect data across multiple channels of customer contact must be designed to prevent degradation in customer data quality. As the members of the CCIQM Work Group advance knowledge in this area, they will also be in the best position to take advantage of the improvements developed."*

—Tom Shelman, Chief Information Officer  
of Northrop Grumman Corporation

### About the MIT Information Quality (MITIQ) Program

The MITIQ program is a joint effort among research centers including the Center for Technology, Policy, and Industrial Development (CTPID) at MIT, the Center for Information Technology & Marketplace Transformation (CITM) at UC Berkeley, the Data Integrity Management Center (DIMC) at the U.S. Naval Inventory Control Point, and industry partners such as Acxiom Corporation and Die Bahn (German Rail).

The MITIQ Program gives participants knowledge and skills to understand and solve information quality problems and to deliver the benefits of improved information quality such as the ability to make well-informed strategic decisions, to increase market share, and to significantly reduce operational expenses. Programs are based on rigorous state-of-the-art research, practice, and case studies in the information quality field.

### Contact Us to Become a Sponsor

#### Dr. John Talburt

Director

Acxiom Laboratory for Applied Research

1001 Technology Drive

Little Rock, AR 72223

[jtalbu@acxiom.com](mailto:jtalbu@acxiom.com), (Tel)501-252-2436

<http://www.acxiom.com>

#### Dr. Richard Wang

Director

MIT Information Quality Program

Center for Technology, Policy, and Industrial

Development

Massachusetts Institute of Technology

1 Amherst Street, Cambridge, MA 02139

[rwang@mit.edu](mailto:rwang@mit.edu), (Tel)617-739-7234

<http://mitiq.mit.edu/>