



*An “Accord”*

*Mesure de la qualité des données  
CRM*

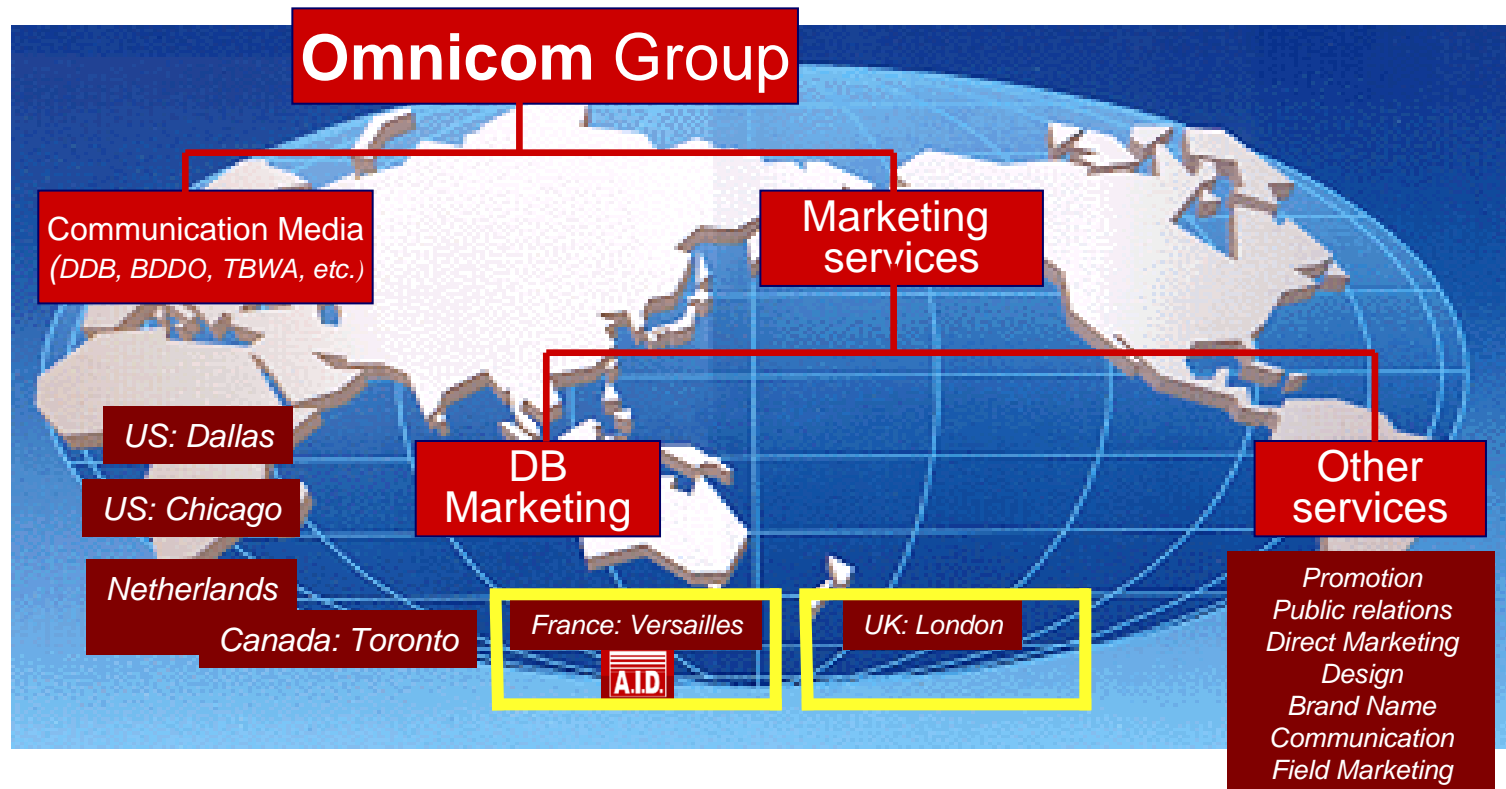
**AFNOR**

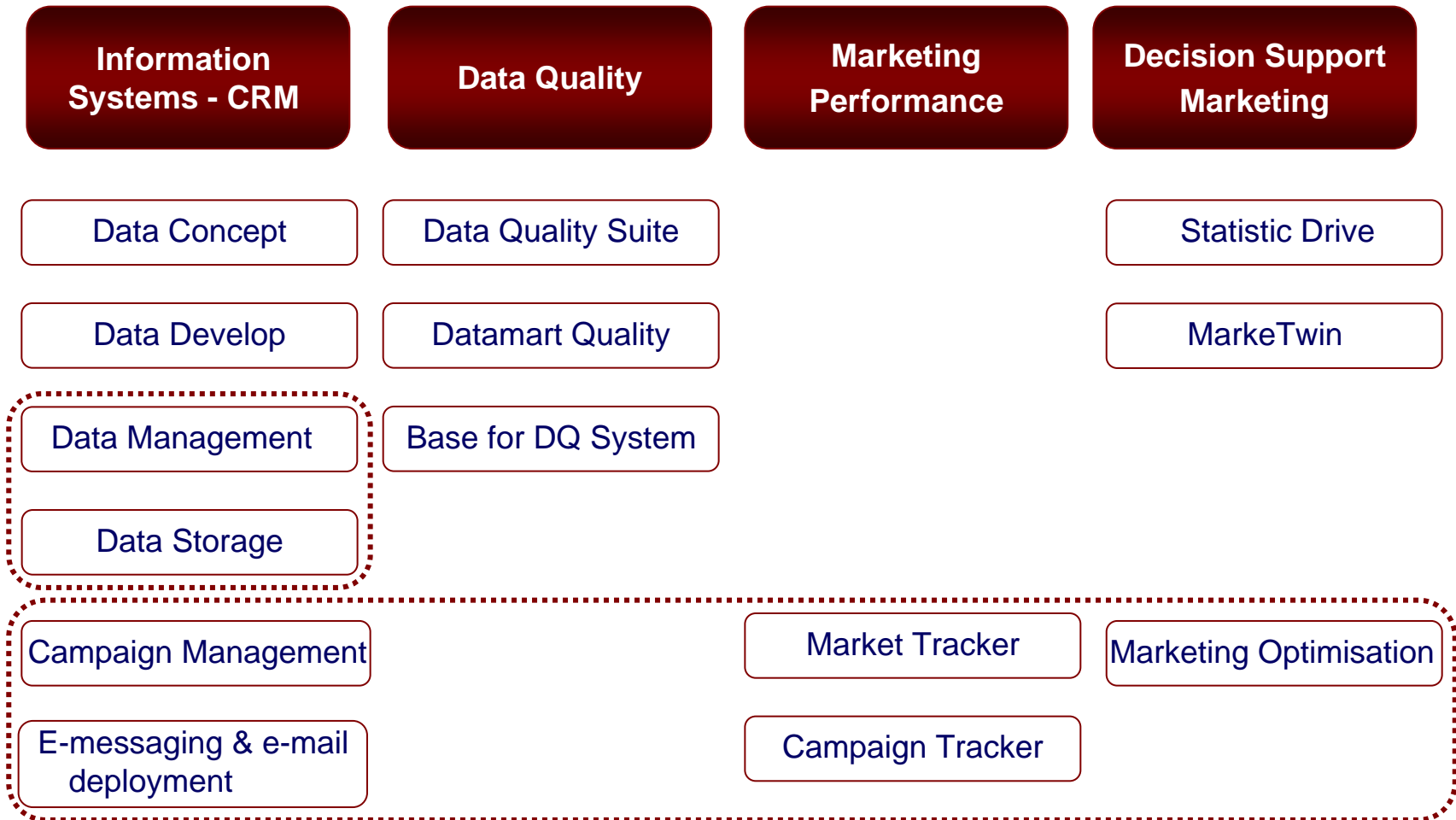
*(CEN’s member – European  
Committee for  
Standardization)*

**A.I.D.**

**GIVING MEANING TO YOUR DATA**

- Omnicom Group is one of the leading international groups in the communications industry.
- A holding company at the forefront in the fields of communications, public relations, marketing and database services, Omnicom is present in over 100 countries.





- **To improve the data level in the market**

- When I buy data, I know the level of data quality:
  - Level of accuracy per channel
  - Obsolescence
  - Duplicates
  - ...

are published, calculated on a transparent and common method.

- **To give guidelines to the CRM community**

- To calculate the actual marketing/sales performance
- To calculate the costs of bad quality data
- To choose the best improvements in terms of ROI

To transform a technical observation or complaint to an objective, business oriented decision dashboard

-  A.I.D.
-  Air Liquide
-  Auchan
-  CNAM
-  Fedex
-  Hewlett Packard
-  Microwarehouse
-  SFR

have worked together with the AFNOR Institute which has approved the conclusions and agreed to publish them in form of an « Accord »

AC X50-111, August 2006, 'Mesure de la qualité des données CRM, Référentiel d'indicateurs CRM'

- The document describes the main indicators to measure data quality level of a CRM in terms of client/prospect identification:
  - In BtoB and BtoC environment
  - What is the minimum data necessary to know and communicate with a client?
  - How to measure the accuracy of this data?
    - A priori measurements
    - A posteriori measurements

- Duplicates measurement
  - How to count the rate of duplicates in the CRM in term of households, individuals, or companies?
  - In BtoB environment : inter or intra sites duplicates ?
  - How to extrapolate the rate from a sample?
  
- Channel data accuracy : email, address, phone number
  - How to measure the accuracy of the phone number?
  - What recommendations could be made to obtain an incorrect phone numbers rate from a call center?
    - Using the same definition of an incorrect number from one call center to another: e.g, do we include 'no answer'? Or to put in place a counting depending on the number of tests and the period between each test.

- **Obsolescence**
  - Recommendation in terms of data components
  - Which rates and how to calculate, e.g.:
    - Obsolete contacts
    - Moves
    - Companies in liquidation,...
  
- **LCEN compliance**
  - List of fields required to insure people privacy protection



- For France only
- A restricted number of contributors
- A restricted list of indicators:
  - Technical
  - Client/prospect identification
- Without operational indicators on:
  - Costs
  - ROI improvement

- A european agreement
- With major CRM actors:
  - CRM users: marketing, sales, Information Systems
  - CRM vendors, integrators
  - Data quality tool vendors
  - Business file suppliers
  - Direct marketing trade union
- To define, validate and obtain a consensus on:
  - The key factors of bad data quality giving rise to extra costs or loss of business
  - To validate and complete the list of indicators used in the first document
  - To propose best practices:
    - To define similar situations using the same benchmark e.g., in BtoB, depending on the size of the company, put in place a limit bad phone numbers to 15% maximum.

- To contact us :

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A.I.D.

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<http://www.aid.fr>

- To buy the French « Accord »:

[http://www.boutique.afnor.org/NEL7ListeResultat.aspx?\\_C=eJyLz2FIK2KIL8tjCNNNKinUBXEKGTQUFDSKUtNSi1LzklOtNBydl0wNDA0NNRUU\\*IMUFOAyqSVFVhowGQVNBU0GAJQ6FZQ\\_&filtre=\\_c%253d%252b16199355581551847456&nivCtx=NELZNELZ1A10A101&ts=8220178](http://www.boutique.afnor.org/NEL7ListeResultat.aspx?_C=eJyLz2FIK2KIL8tjCNNNKinUBXEKGTQUFDSKUtNSi1LzklOtNBydl0wNDA0NNRUU*IMUFOAyqSVFVhowGQVNBU0GAJQ6FZQ_&filtre=_c%253d%252b16199355581551847456&nivCtx=NELZNELZ1A10A101&ts=8220178)