

Cost of Non Quality Data in a CRM Perspective

ABSTRACT-----

We find a lot of publications around the cost of non quality data: software companies, consulting firms in Management, Academics, and market research companies publishing surveys. The goal of this article is to give samples of 'relevant' publications (by relevant we mean interesting from a theoretical perspective or published by major actors) and in a 2nd part to present the works done by A.I.D. These works are principally today in the evaluation of the costs of non quality data. They are taking in account direct costs but also indirect costs: missed opportunities typically. An operational case based on a simulation of these costs on direct marketing campaigns is also presented. Finally, a critical analysis of our actual works is done within mind the methodologies we wish to apply to evaluate more scientifically the missed opportunities.

BIOGRAPHY-----

Brigitte Laboisse

Technical Director

A.I.D.

On completion of her Computer Engineering Diploma and a DEA in statistics, Brigitte Laboisse began her career as an analyst. She created UNIX based systems including statistical databases and a Garbage Collector system. She became an independent Consultant from 1986 to 1991, working on databases for France Telecom and for a group of financial advisors. As A.I.D. 's Technical Director since 1991, she has set up MDBs for Microsoft, Compaq, Mercedes, the Ministry of Tourism and France Telecom. Brigitte leads A.I.D. quality procedures, determines computing methods and develops new tools, focussing on data enrichment.

Delphine Clément

Hewlett-Packard

Delphine Clément has been leading the Customer Information Quality Team at Hewlett-Packard Company since November 2000. She is co-founder of ExQI, (for Excellence, Quality, Information) - the French Association for the promotion of the Data Quality Culture. Delphine has solid experience in the evaluation and the maintenance of Business-to-Business (B2B) customer master data quality. She is certified from the MIT Information Quality Program – IQMI (2003) and MIT IQII (2004) as well as from the HP Greenbelt Program for process improvement. Delphine has co-written the following Data Quality papers: Re-Engineering the Hewlett-Packard US Contact Center Customer Data, 1st of July 2003, for MIT IQMI, Hewlett Packard Customer Master Program Data Quality Audit of 6 Functional Masters for the 11th International Conference on Information Quality (ICIQ-06, MIT IQ), Using Association Rules to Detect Data Quality Issues for the 13th International Conference on Information Quality (ICIQ-08, MIT IQ), Non Qualité de Données et CRM: quels coûts? for the French EGC 2008 (2ème Atelier Qualité des Données et des Connaissances)