

# IS YOUR CUSTOMER DATA A HOUSE OF CARDS?

Managing customer data is complicated:



...BUT IT'S SO CRITICAL TO YOUR BUSINESS.

To make things even more complicated, data isn't static.



By some estimates, data can decay up to 5.5% per month<sup>7</sup>

Poor data quality can have big impacts on your organization:



Doing nothing is costly. Sirius Decisions states that per record, it costs:



Data doesn't just support your business, it is your business. See what it takes to build a solid customer data foundation.

CALL 800.869.0751 OR VISIT: [WWW.LEXISNEXIS.COM/CUSTOMERDATA](http://WWW.LEXISNEXIS.COM/CUSTOMERDATA)

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Sources:

<sup>1</sup>Forbes Insights & Strategy, "Customers for Life: Technology Strategies for Attracting and Keeping Customers"

<sup>2</sup>U.S. Census Bureau, "Marriage, Divorce, Remarriage in the 1990s"

<sup>3</sup>U.S. Census Bureau, "Marriage, Divorce, Remarriage in the 1990s"

<sup>4</sup>USPS, Guide to Move Update

<sup>5</sup>Missoula Data Corp., "Non-USPS Change of Address Report"

<sup>6</sup>Dun & Bradstreet, "Best Practices in Registration Data Management"

<sup>7</sup>Peter Schuler, "Brand-Built Future Workplace: Multiple Generations @ Work" Survey

<sup>8</sup>Wing and Analytics/U.S. Department of Labor Statistics

<sup>9</sup>Orion Research, "Bad Data Costing US Business \$700 Billion a Year"

<sup>10</sup>Garfinkel, "Measuring the Business Value of Data Quality"

<sup>11</sup>Research Institute LLC, "True Cost of Compliance Report"

<sup>12</sup>SiriusDecisions via PwC