

Aberdeen Report :Customer Data Quality

Written by

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Read this white paper by Aberdeen group:

Customer Data Quality, The Roadmap to Growth and Profitability

New Aberdeen research reveals that customer data quality is a sales and marketing leadership issue. In surveying over 400 organizations, Aberdeen found that over 70% of Best-in-Class firms are driven to improve customer data quality by competitive and profitability pressures. This report examines the metrics, processes and technology that Best-in-Class firms use to gain a competitive advantage from their customer data.

Please click on the link below to register and download the whitepaper:

<http://www.infosolvetechnology.com/entrypoint.html?source=dqs>