



CASE STUDY

How one organisation removed the data barriers to vital business change



A national professional organisation was determined to improve and increase its services to members and suspected that its data was holding them back.

As experts in Master Data Management, Agile knew that technology would only be part of the solution and that processes, systems and culture within the organisation needed to change.

Working in partnership, our team of consultants conducted a discovery phase to understand the challenges and requirements of a variety of departments, prioritise the most pressing issues and secure buy-in for change.

The Foundations of Transformation

Data Governance

A solution that ensured every piece of data is secure, accurate, available and usable wherever it is stored and however it is used

Master Data Management

The combination of processes and tools that allow an organisation to identify and control master data from multiple source systems

“ As a Customer Services rep I want to identify the person I am talking to asap. The system often returns multiple versions and it takes so long to pick the right one ”

“ As an individual member of the institute I want to receive content that is relevant to me. ”

“ I couldn't remember my password, so I created a new account but wasn't getting my usual member discount. Customer services resolved the problem but now I get multiple comms about the same events ”

“ My team are aware of the inconsistent data, and we spend so much time trying to resolve it. We do our best but we know we can't always trust the results. ”

Our Approach

We engaged stakeholders across different departments to establish how they use data, prioritise the most pressing issues and secure buy-in for change. We also defined the vision and purpose for Master Data Management and Data Governance, agreed a testing approach and laid the groundwork to install the appropriate technology.

We established data quality standards and policies, defined roles and responsibilities across the organisation and trained the client's employees on best practice.

Meanwhile we built and installed the new data systems, with development and test infrastructure in place and set up 'match and merge' rules for duplicate records from different source systems.

We also designed a support and maintenance model for the data tools and created initiatives for continuous improvement, which we researched with stakeholders as part of our ongoing communication and engagement.

The Results

- ▲ The data culture and procedures within the organisation have improved dramatically
- ▲ 90% of duplicate data eliminated
- ▲ The organisation has a 'golden record' - there is no uncertainty about the data accuracy
- ▲ There are strict validation criteria and low-quality data has been eliminated
- ▲ The data can now form the basis of future integration that further augments the golden record of their members

Which means the organisation can now:

- ▲ Trust the insights from its data, saving time and money and driving new initiatives
- ▲ Handles data consistently across departments eliminating duplication and errors
- ▲ Encourages business-wide accountability for improved data handling and collaboration
- ▲ Improved customer experience through relevant, timely communication and accurate records

Is inconsistent, inaccurate, untrustworthy data holding back your organisation costing you money and undermining your relationships with your customers?

Our data team can advise you on the best approach to solve these problems.

[Get in touch](#)

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