# 5 Questions you should ask your Data Cleansing Service Providers

To build a new and better world, sometimes it means to break the old one down. And that creates a lot of debris. In the age of data technologies and communications, no ruin is more wasteful than outdated data. Recycling old data for renewed usage, re-structuring age-old databases and continuous updates are the objectives of Data Cleansing Services.

Lake B2B is a pioneer in providing advanced data cleansing and data management solutions like data appending, profiling and verification services. Call us at 800-710-5516 or write at info@lakeb2b.com to know more about our innovative data-driven solutions.

## Are You Up for Data Cleansing?

Managing databases is not your regular 8-5 job. Following the grand path of leisurely response will accumulate newer data to the system without any support from your existing infrastructure. It's like signing 100 documents each day, and 200 keep on adding – a never-ending process!

- Each company is increasing its storage capacity on advanced silicon hardware

- Diversification of communication platforms are creating new modified input channels for information

Hence, the amount of 'cleanable' data is multiplying at exponential rates, and technological intervention becomes a necessity. As Data Cleansing takes a strong stand in your business, it's practical to know what you are dealing with.

## What to expect, what NOT to expect from your new Data Cleansing Service providers:

### Q.1: During 'cleansing', is your data becoming relevant and accurate?

**Significance:** The main problem with old data is its irrelevance. With market trends changing every second, it's very important to be abreast with the latest details. Otherwise, you would be reading yesterday's newspaper today. Lack of valuable intelligence may also cost you the game.

The other problem is inaccuracy. A customer may have updated his email ID in 2014. But your 2012 data will show only his old address. These errors are data 'gaps' that develop over a long period of time. This creates inaccuracy and the database's credibility goes down.

Expectation: As your data cleanser, the service provider needs to first remove these fallacies.

### Q.2: Has your data quality improved? Is it generating better response?

**Significance:** The final goal behind creating a robust database is to generate responses, or more specifically, profit. Market feedbacks are key evaluators of the company's performance. They give direct results to whether your new email marketing campaign or your branded data management product is being accepted by your target buyers.

Expectation: Automated tools need to be set in for gathering real time analysis of generated feedbacks.

### Q.3: Has the company's operational efficiency increased to your expectation?

**Significance:** Clusters of unorganized data is a hazard for healthy business. The buyers' list is lost, the vendors' are under firewall, and the accounts… P/L statement of 2012 is stashed with 2015's cash register! Apart from timely execution of regular work, arrangement takes hoards of extra time. As a result, the company's overall operational efficiency goes down.

**Expectation:** Data Cleansing should simultaneously apply an appropriate database structure that would allow organized data in-flows in all accounts.

### Q.4: Have you encountered any reduction in costs of correcting your outdated/incorrect data?

**Significance:** As the data cleansing progresses, the cumulative amount of data left to process decrease. Also, since it's not a one-time solution, the concurrent costs of data cleansing should also reduce.

**Expectation:** Consecutive sessions should see a reduction in costs of data correction, provided that the process is bearing fruit.

### Q.5: Is the entire data cleansing business justifying your ROI?

Significance: Return on Investment (ROI) is your other big evaluator. Whether the cost-to-profit is justifiable depends on:
1. The amount of data that has to be 'cleansed'

2. The type(s) of data

3. The combination of service(s) required (error correction, update, data re-structuring etc.)

If all these factors are outrun by your ROI from the business, then don't waste time on further evaluations. Your database cleansers are good to go.

Expectation: The Company's ROI should be mentioned in detailed report by the service providers beforehand.

If your answers to all the above questions is 'YES', then we wish you good luck. Or, you can utilize Data Cleansing Services by Lake B2B. Write to our team at info@lakeb2b.com or contact us at 800-710-5516 for ROI estimates.

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