

Build trust through regulation



- **Provide evidence of your customer data compliance**
- **Support your “Know Your Customer” requirements**
- **Monitor and manage customer data quality**
- **Build customer trust and advocacy**

High quality customer data is a valuable asset

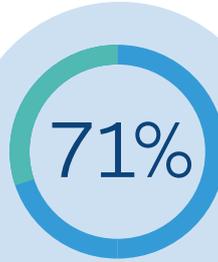
Creating, managing and maintaining high quality customer data provides a great opportunity for businesses to improve customer experience and generate additional revenue. However, with complex systems and multiple entry points, this is particularly challenging for large financial services businesses. With regulatory pressures set to increase, and consumers becoming ever more savvy, businesses should act now to capitalise on the opportunities that high quality data management brings.

GDPR is not the end

The GDPR enforcement date of 25 May 2018 was just the beginning. The beginning of not just onerous regulation, but a regulation that puts people at its heart. If you think about all the things that GDPR means in terms of the data subject truly owning their own data, then what a great opportunity for businesses to embrace a customer centric view, and not just simply control data, but protect and develop their most valued asset.

Demonstrate compliance

Companies need to demonstrate that customer records are accurately maintained, and that the quality of data is monitored and remediated on an ongoing basis. Data quality management will be increasingly vital in demonstrating to the Information Commissioner's Office (ICO) that your customer data is under control.



71% of businesses agree that data quality issues impact consumer trust and perception

Experian Global Data Management Research Report 2017

GDPR has raised awareness of data quality amongst consumers, giving businesses the opportunity to use their data to enhance and strengthen customer trusted relationships. Consumers are more aware, but possibly wary following a series of miss-selling scandals. High definition data quality can be a real antidote to such customer scepticism.

High Definition Single Customer View (SCV)

A single high definition view of customer data across multiple systems of record not only provides assurance for regulatory compliance, it unlocks new opportunities to:

- Reduce wasted activity and communications caused by duplicate records
- Deliver a more tailored experience to your customers based on their previous interactions
- Quickly resolve customer complaints through consolidating everything you know about their situation
- Develop new products and services
- Obtain insights into demographic behaviour

Target Entrust – powered by Information Builders

Our data quality and monitoring solutions will accelerate your GDPR journey by ensuring that your operational systems are continually monitored, whilst reporting the status of customer data across the 9 key dimensions of data.



completeness



conformity



consistency



duplication



uniqueness



timeliness



validity



accuracy



availability

Protecting your data through the lens of GDPR, Target Entrust enables you to easily and quickly monitor personal and sensitive information across your entire data eco-system using leading data quality technologies.

Target Entrust includes:

A complete managed service • Rule based monitoring • Real time reporting

Powered by
Information Builders

Get in touch to arrange a Target Entrust demo
Call us on 0845 650 6200 marketing@targetgroup.com

 **Target**
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