# Panel Discussion Data Quality

Improving Data Quality for Smarter Decision Making and Enhanced Customer Satisfaction



**More Info** 

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How would you rate the overall quality of customer data in your organisation?





# \* TEALIUM \*\* BrainPad braze Adobe SSAS monks



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QUESTION 1

Why is data quality becoming a critical priority for organisations aiming to improve customer satisfaction and decision-making?



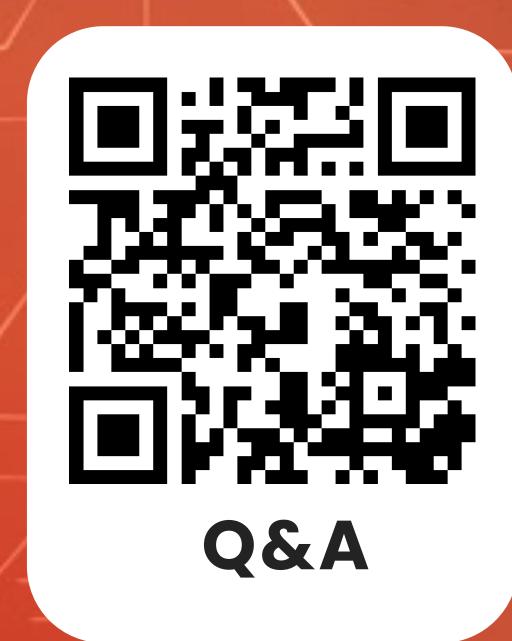
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QUESTION 2

What are the most common data quality issues businesses face, and how do these impact forecasting and customer experience?



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QUESTION 3

How can leaders foster a data-driven culture where quality is everyone's responsibility, not just IT's?







What is your biggest challenge in improving data quality?



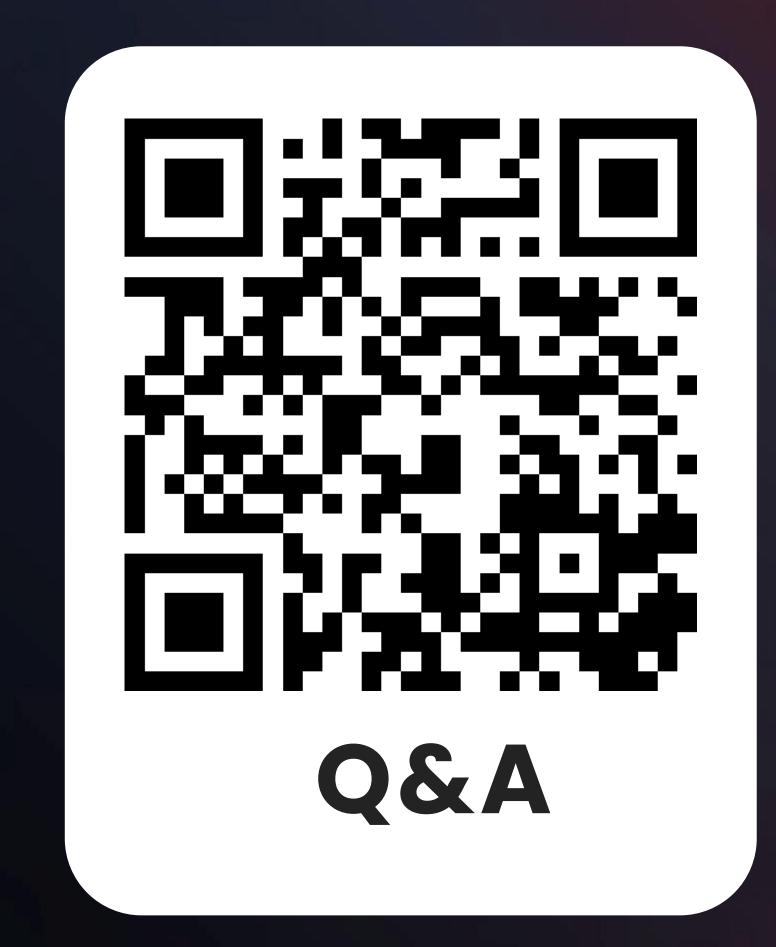


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Submit your questions here!