

Investigate<sup>DQ</sup>

Case study:

Insights into data  
quality -  
Know your data.  
Know your issues.

Clean Data.  
Limitless Growth.



# Case Study

## CHALLENGE

A large superannuation administrator faced data quality issues, resulting in inaccurate analytics and decision-making. Multiple data sources fed into their analytics and reporting systems. From this they discovered discrepancies, duplicates, and missing data, that caused confusion among the administrators and decision-makers. This led to poor customer marketing, an increased level of complaints, project overrun due to data issues and ultimately, revenue loss.

As a first step, our client was looking to streamline their operations and accelerate efficiencies. This called for a purpose-built solution that could be automated and customised to meet their organisations data quality needs. Another requirement was the ability to have a real-time, dashboard view of all the data discrepancies across multiple systems and data points within the organisation.

Our client would then use the rich data to inform organisational growth through data analytics, strategic decision making, digital transformation initiatives, automation and investment in artificial intelligence and machine learning.

# Case Study

## SOLUTION

To address the data quality challenges, they used Investigate<sup>DQ</sup> to implement a comprehensive data quality improvement strategy that leveraged a default set of rules for all the funds they administered. Dashboards and widgets were used to gain better insights into their data issues. Investigate<sup>DQ</sup> was used for:

**Data Profiling and Assessment:** The company began by conducting a thorough data profiling and assessment of their various data sources. They used Investigate<sup>DQ</sup> to identify data anomalies, duplicates, and missing values.

**Dashboard Creation:** A custom suite of dashboards were created using Investigate<sup>DQ</sup>. These dashboards included widgets and visualizations that provided a real-time overview of data quality metrics, such as data health, completeness, accuracy, and consistency.

**Data Quality Alerts:** To proactively identify issues, Investigate<sup>DQ</sup> was configured to trigger alerts when predefined data quality thresholds were breached. For example, if the percentage of missing data exceeded a certain threshold or if duplicate records were detected, an alert would be sent to the relevant business unit for action.

**Data Cleaning Workflows:** Integrated within the dashboards were workflows for data cleaning and remediation. When data quality issues were identified, Investigate<sup>DQ</sup> provided guidance on how to address these issues, including suggesting data correction actions.

**User Training:** Data and Business Owners were trained on how to use Investigate<sup>DQ</sup> and these dashboard and widgets effectively. They learned how to interpret data quality metrics, understand the root causes of issues, and take corrective actions.

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## RESULT

Implementing the data quality improvement strategy using Investigate<sup>DQ</sup> and using customised dashboards yielded significant benefits:

**Enhanced Data Understanding:** Data Owners gained a deeper understanding of the data and the specific issues affecting its quality. They could pinpoint problematic data sources, fields and business processes, leading to more informed decisions about data cleansing priorities.

**Proactive Issue Resolution:** The real-time alerts from Investigate<sup>DQ</sup> allowed business units to proactively address data quality issues as they arose. This reduced the propagation of erroneous data and prevented downstream problems.

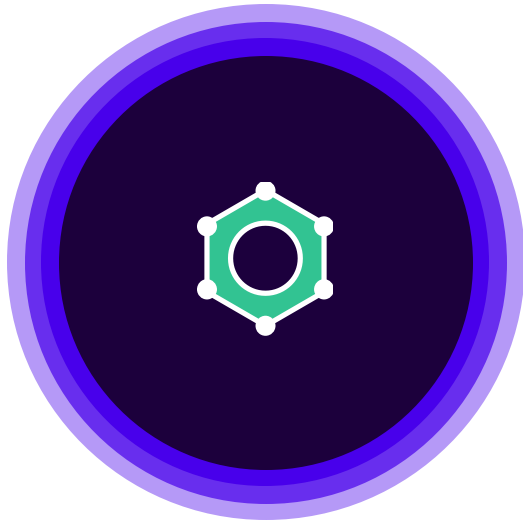
**Improved Decision-Making:** With cleaner and more reliable data, business users could trust the analytics and reporting generated from their data warehouse. This resulted in better-informed decisions related to marketing campaigns, complaint handling, and customer targeting.

**Cost Reduction:** The company saw a reduction in operational costs associated with manual data validation and correction. Automated data quality checks and cleaning workflows streamlined these processes.

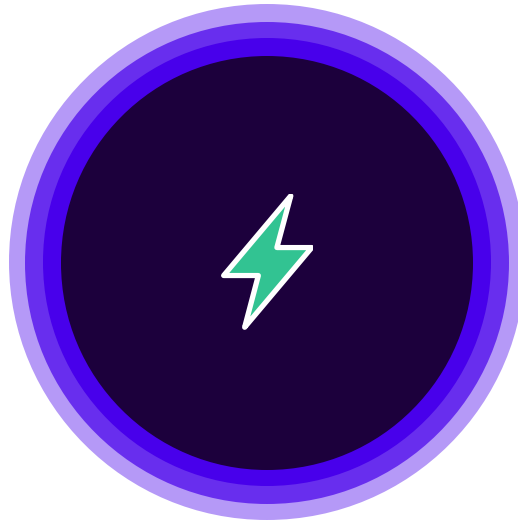
**Revenue Growth:** Improved data quality led to more accurate customer targeting, resulting in customer satisfaction. Additionally, customer complaints handling became more efficient, reducing resolution time and breach of SLA's.

The implementation of dashboards and widgets for data quality monitoring and remediation empowered this company to gain a better understanding of their data, proactively address data quality issues, and achieve improved decision-making, cost reduction, and revenue growth.

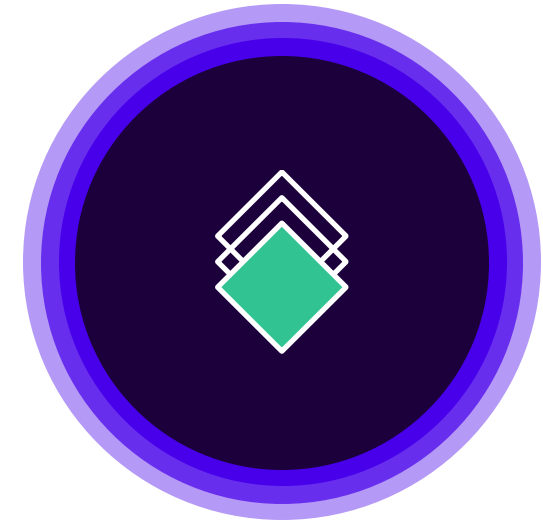
# Why data driven industry leaders choose Investigate<sup>DQ</sup>



Connects directly to varied data sources including Systems, Databases and Files

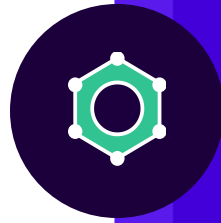


Systematically identify Data Quality issues for remediation in a timely manner for better Member outcomes



Reconcile multiple sources of data to ensure accuracy and traceability

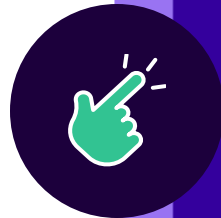
# Key Benefits



Ability to understand, track, manage and report on fraud risk and data quality across systems, products and members



Reduction in remediation and compensation costs through early identification and avoidance of issues



Provide customers with a better experience and outcomes



Enhance quality and confidence in data to establish a foundation for data-driven decisions and initiatives

Investigate<sup>DQ</sup>

Connect with the team  
today to get your  
competitive advantage

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