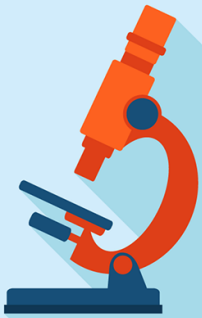# Data Validation for Infor CRM

Data Validation for Infor CRM helps you achieve data integrity - one of the most important foundations in any CRM system.

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Introduction

Your CRM system will not work properly for your business if it contains inaccurate and incomplete data. Collier Pickard's Data Validation enhancement tool is designed to encourage proactive data validation, thereby promoting good data quality.

Data is King!

At Collier Pickard we use a measurement know as "The CRM Maturity Model". It has four levels that track your progress with CRM data quality and measures how well CRM is delivering productive gains to your business. At the "Foundation" level is the basis of effective CRM – accurate, relevant and timely information – accessible whenever and wherever it is needed. Data accuracy is paramount to the development of CRM maturity within any organisation.

The benefits of good data quality are numerous and well documented. They range from enabling effective communication with your customers and prospects, to helping you make informed business decisions, to the removal of operational inefficiencies, and to encouraging compliance with the Data Protection Act, privacy laws and GDPR legislation.

But attaining good data quality does not come automatically. It requires the implementation of best practice rules, and sometimes a little helping hand can go a long way. Which is where the Data Validation tool for Infor CRM comes into play.

So how does it work?

The Data Validation enhancement tool allows you to validate details of a company or individual, based on three sources: the user, individual, and the system. Its visual, colour coded system make it extremely user-friendly and easy to use.

Benefits of using Data Validation for Infor CRM

- It encourages compliance with government and industry legislation
- It helps provide a single, 360° view of your customers and prospects
- It ensures correct and relevant communication with your customers
- It improves the success rate of marketing efforts with accurate and targeted campaigns
- It removes operational inefficiencies as timely action can be taken on appropriate information
- It promotes internal collaboration as people trust the data they're working with
- It protects your reputation as a trustworthy business

Traffic light colour scheme makes it quick and easy to gauge data verification

| Details | Contacts | Opportunities | Activities | Attachments | More Tabs | **Data Validation** |

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I confirm these details are correct

Details Last Verified On: 06/10/2016
Details Last Verified By: Lee Hogan

If you know this Account's details are correct, please press the "I confirm these details are correct" button. The traffic light colours indicate how up-to-date the details on this Account are.

Red indicates the Account details were verified more than 2 years ago or have not been verified.
Amber indicates the Account details were verified between 1 year and 2 years ago.
Green indicates the Account details were verified within the last year.

Verified By Contact On: Not Validated!
Verified By Contact: Not Validated!

Verified By System On: Not Validated!
Verified By System: Not Validated!

Validate the Account against a system

Data that doesn't get verified for extended periods of time are likely to become outdated and incorrect. The Data Validation system alerts you when it's time to do some checks.

With a simple click of a button, you can update and validate the contact details in your system.

Further information

Get in touch today for more information about Collier Pickard's Data Validation for Infor CRM and we'd be happy to discuss your needs.

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