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CASE STUDY

A global multi-billion-dollar enterprise that provides telecom and network products to a vast customer base and depends on complex customer data ecosystems to support its commercial operations.



SITUATION

A large global enterprise, headquartered in the US, with billions in annual revenue relies heavily on customer data to run core commercial processes such as prospecting, contract management, billing and ongoing account support. This data was distributed across multiple enterprise platforms, including CRM and centralised customer repositories, where records often didn't align, making it difficult to maintain a reliable, single view of the customer. Improving data consistency and completeness became a business priority to support revenue operations and protect customer relationships.

COMPLICATION

Customer records were distributed across multiple systems with different data models, resulting in duplicate records and inconsistent information that reduced confidence in customer data. This limited the organisation's ability to fulfil customer requests, create effective sales plans, identify opportunities, deliver reliable reporting and comply with regulatory requirements. To give some examples:

- Sales teams prospecting the same customer multiple times
- Communications being sent to incorrect or outdated contacts
- Invoices reaching the wrong recipient
- Increased manual effort to reconcile records

Left unresolved, these challenges threatened commercial effectiveness, operational scalability and customer trust.

RESOLUTION

By implementing Dataactics, the organisation established a scalable capability to match, standardise and govern customer data across critical systems. This enabled strengthening control over a commercially vital asset.

The platform enabled both technical and business users to define and manage data quality rules, reducing reliance on specialist resources and accelerating the organisation's ability to address data issues. Early in the deployment, the business also identified a previously unknown internal process error, providing immediate value and reinforcing the need for greater data visibility.

As a result, the organisation moved from reactive manual data correction toward proactive data control, positioning itself to operate more efficiently, support informed decision-making and scale governance as data demands evolve.

At A Glance



2.95/5

Data Trust Score within the organization before partnering with Dataactics



250++ hours or 12K /month

Spent on finding/resolving DQ issues



8 manual hours / 100 records

Matching/cleansing



Multiple Data Domains

Sales Channels / CRM systems



45% Missed opportunities

Including potential leads



550 hours

Lost sales rep productivity annually