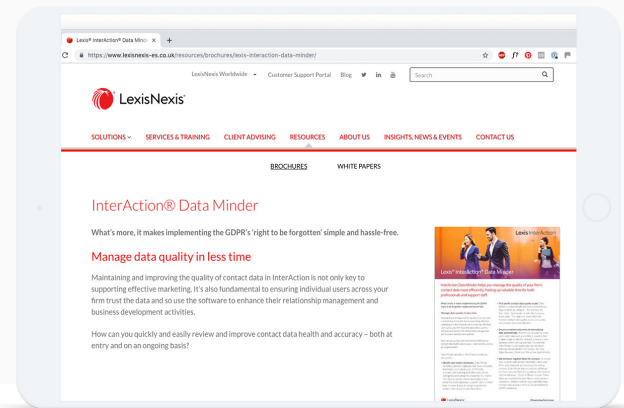




Data Steward Training



Overview:

The aim of the InterAction Data Steward Training is to provide attendees with best practice approach to maintaining data quality within their InterAction environment. Users will be advised not only how to prevent bad data from being entered but also how to improve the quality of data already in InterAction. On one of the days, you will be introduced to Data Change Management, and the reactive element of data stewardship. The other day introduces the proactive element of data stewardship, using the advanced data quality features to improve the quality of your data as well as the main concepts around importing, exporting and archiving.

Recommended Attendees: Data Stewards

Optional Attendees: CRM Team and Secretarial Super-Users

Duration: 2 Days

Pre-Requisites: Knowledge of InterAction Fundamental Concepts

Maximum Number of Delegates: 7

Location: Customer Site

Learning Outcomes:

- Realise the importance of data quality and its role in InterAction
- Understand how InterAction can enhance data quality
- Understand the role and responsibilities of a Data Steward
- Learn how to use the DCM Inbox and complete reactive data steward related tasks
- Become proficient in the use of proactive data cleaning tools

Reactive Course Content:

- The importance of data quality in InterAction
- Role and responsibilities of the Data Steward
- Contact creation and editing
- Overview of Data Change Management (DCM)
- Processing of Data Change Management (DCM) tickets
- Ticket management and best practices

Proactive Course Content:

- Using the advanced Data Quality tools
- Strategies for using the advanced Data Quality tools
- Creating and running data quality searches and find & replace
- Importing, exporting and promoting contacts
- Archiving processes
- Data Minder best practice