

Confirming & Updating Contact Records

Written by Administrator

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One of the most common data management activities is the confirmation and updating of records.

Data degrades at an alarming rate, the average time an individual is in a particular role is less than 14 months and the average family moves every 5 years so all manner of changes hence data errors can occur:

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Change of Role

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Change of Office

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Change of Name ie marriage or divorce

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Semi-Permanent absence ie sabbatical or maternity leave

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business moves location

- company changes domain name hence email addresses

- business ceases trading

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or worst of all,death