DIGITAL POWER

6 steps
to collect
reliable data

Do you want to work data-driven and fully rely on your data? Then you have to start with the basics. We will help you on your way with a step-by-step plan.

1 Decide where you want to go and why

To be able to rely on your data, you must first ensure that your data is reliable. It may sound simple, but in practice this can be quite a challenge. You probably have your mission and vision on paper, but have they also been translated into your strategy? Have your measurable objectives been translated into Key Performance Indicators (KPIs)? And does your offer actually match the needs of your customer? So first map out the purpose for which you collect data.

2 Decide on your definitions

To be able to properly interpret data, you need context and, above all, definitions. Because when you talk about the conversion rate on a website, what data do you use for that? Do you look at the number of conversions divided by the number of sessions or do you look at the number of products that decrease unique visitors? And do you divide the conversions by the number of sessions, or the number of unique visitors?

To ensure the consistency of your definitions, it is important that you determine and record them in a KPI framework. For each KPI, in addition to the definition,

you also record information about the data source and data collection method. Read more about KPIs here.

3 Structure your data collection

Your data is only reliable if you have carefully considered:

- **Your Key Performance Indicators (KPIs):** which numbers are you going to aim for?

- **The data quality:** do you have a 'clean' database, for example?

- **The data infrastructure:** what data sources are there?

- **The processes surrounding data:** how is the data flow through the organisation?

- **The tooling you use to collect data:** do you have the right solutions?

This way you ensure you have everything you need to collect reliable data.

4 Centralise your data

Using central dashboards that are accessible to the entire organisation, you create one truth. A sales employee still looks at the sales figures and a marketer at the Return On Investment (ROI) of the campaigns, but they suddenly also have insight into their influence on the total operating result. Ensure that the dashboards are regularly updated and shared internally. In this way, everyone makes his or her decisions based on the latest and, above all, the same data.

5 Leave the data analysis to a specialist

Every employee in an organisation studies data with his own frame of reference. A sales employee is mainly interested in sales figures and the growth of the customer base, while someone from the customer service department focuses on customer satisfaction and the speed at which complaints are handled. Will your organisation still exist in five years' time if the number of customers increases, but customer satisfaction drops dramatically? Probably not.

A Data Analyst analyses the data of your organisation as a whole. His or her goal is to provide insights and provide reliable advice based on data. A data analytics specialist will teach your employees what to look for and how to interpret data. Data in itself is not useful at all. You must use data as input for your insights and place the numbers in context.

6 Enrich quantitative data with qualitative insights

If you have completed steps 1 to 5, you will have a wealth of information. However, the data does not always tell you everything.

Suppose a Web Analyst sees in the data that the bounce rate is falling. So is that a good or bad thing? Does it mean that visitors find the information they are looking for faster, or do they no longer see the wood for the trees and therefore drop out on your website? You cannot answer that question with data alone. Data is therefore often the starting point for more research. In the bounce rate example, you can, for example, view

recordings of website visitors or retrieve information from feedback polls.

Better yet: talk to your target group or analyse the actual behaviour by means of user tests, performed by a User Experience Specialist.

Are you already aiming for reliable data?

If you want to be able to rely on your data, you need to know why you are collecting it, do this in a structured way and analyse and interpret your data correctly.

Do you want to know where your improvement potential lies in this area? Our data specialists are happy to provide you with insight!

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From data to action with Digital Power, your data partner.

Digital Power is a team of specialists with a passion for data. We help organisations, large and small, to work with data effectively. Our people specialise in Data Analytics, Customer Experience, Data Science, and Data Engineering. Do you have a data issue, challenge or opportunity? We'd love to get to work for - and with - you.