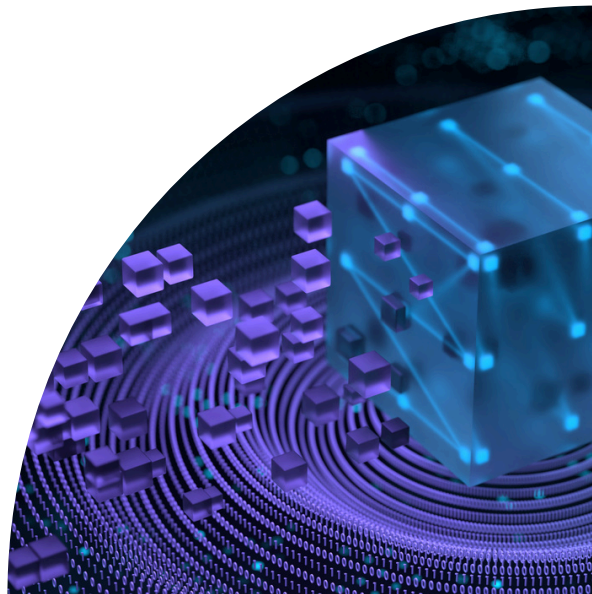# CX DATA QUALITY CHECKLIST

The 12 Foundations of a High-Performing Customer Experience Data Layer

Identify and fix the gaps that hurt visibility, performance, and AI-readiness.

Poor data quality is one of the biggest hidden obstacles to great CX. This checklist helps you quickly assess whether your contact centre has the clean, consistent, connected data foundation needed for accurate reporting, better decision-making, and future AI-driven operations.

SECTION 1: Data Consistency & Definitions

☐ **1. Do all systems use the same metric definitions?**

(AHT, ASA, FCR, Abandonment, Transfer Rate, Wrap Time, etc.)

☐ **2. Are agent states and status codes standardised across platforms?**

(Voice, chat, social, email, CRM, WFM)

☐ **3. Is your taxonomy of queues, skills, and channels unified and documented?**

SECTION 2: Data Completeness & Accuracy

☐ **4. Are customer identifiers consistent across channels?**

(Customer IDs, case IDs, phone numbers, account numbers)

☐ **5. Are digital transcripts complete, accurate, and matched to voice interactions?**

☐ **6. Do CRM cases reliably reflect the full interaction journey?**

(Or are channels missing from the story?)

SECTION 3: Integration & Connectivity

- [ ] **7. Are all operational and customer-facing systems integrated into a single view?**
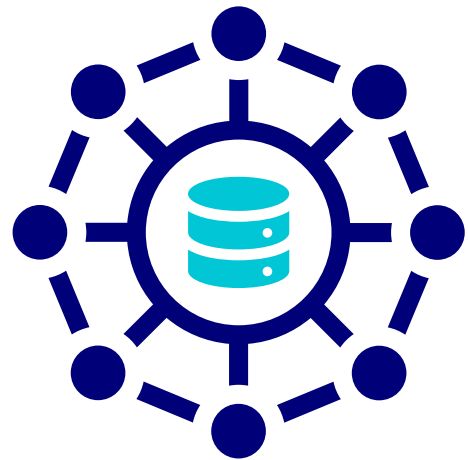
   (CCaaS, digital channels, CRM, WFM, QA, back office)

- [ ] **8. Do integrations supply contextual metadata, not just basic metrics?**

   (Disposition, sentiment, intent, journey paths)

- [ ] **9. Are you leveraging real-time or near-real-time pipelines?**

   Or does your team rely on batch reporting?

SECTION 4: Data Governance & Ownership

- [ ] **10. Is there a clear owner for CX data definitions and quality?**

- [ ] **11. Is there a documented process for managing changes to routing, queues, and reporting logic?**

- [ ] **12. Do you have monitoring in place to detect missing, stale, or degraded data feeds?**

SCORING YOUR RESULTS

How many questions did you reply yes to?

Our Advanced iPaaS and Analytics Platform helps organizations unify, cleanse, and contextualize data to deliver the insights and interoperability AI needs to succeed.

10–12 YES:

Your data foundation is strong. You're ready for advanced analytics and AI-driven CX.

7–9 YES:

You have a functional data environment, but there are inconsistencies limiting accuracy and automation potential.

4–6 YES:

Data quality gaps are likely impacting reporting, customer visibility, and operational efficiency.

0–3 YES:

Your CX data is highly fragmented. Start with foundational clean-up and integration. emite can help accelerate this.

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