



BENEFITS OF DATA ACCURACY IN CLAIMS MANAGEMENT



W H I T E P A P E R

Ensure up-to-date information across multiple databases and channels by prioritizing data accuracy and more robust data management.

Data is one of the most significant and pervasive parts of our digital age. Every industry has been impacted by digital data and its increase in volume. What's more, the number of data processing and management platforms continues to increase, which means businesses have access to more digital data than ever before and can store it more securely – but also that these different systems create gaps and silos in information.

Business data provides benefits like predictive analytics to use the past to better understand the future. It provides important insights to help the claims management process in tracking progress and gathering information for improved decision-making. Data involved in this process ranges from customer information to company reviews to [costs and repairs](#).

If data is inaccurate or incomplete, it creates major challenges. Gartner found that poor data quality costs organizations [\\$12.9 million on average](#) each year. Aside from cost alone, ensuring data accuracy improves business operations and helps you maintain an effective, trustworthy reputation.

This comprehensive guide covers the benefits of accurate data in claims, how to create a single source of truth with the right data platform, and methods to keep it up-to-date across your various databases and channels.



Why data accuracy is so important

To be effective, data must be accurate and high-quality. There are a few key components that dictate data quality:

- **Completeness:** There is nothing missing from the data.
- **Relevance:** The data is related to a task or concept at hand.
- **Accuracy:** The data is correct and without mistakes.
- **Consistency:** The data is the same across channels and systems.
- **Timeliness:** The data is up-to-date.
- **Reliability:** The data can be used for business functions.

Data that's most relevant to claims-related businesses may include customer details, contact information for clients and vendors, customer reviews, facts of repairs, claim statuses, and more. When this information is not accurate, these negative consequences can occur:

- **Negative impacts on the customer experience:** Customers grow frustrated and impatient if information is inaccessible or inaccurate.
- **Lower search engine rankings:** Search engines monitor for out-of-date information.
- **Poorer online visibility:** The ability to be found online can suffer when data quality is poor.
- **Negative financial and operational repercussions:** Inaccurate data can lead to costly errors in business systems and decision-making.

Part of avoiding these consequences is relying on the right tech tools that help you manage data assets to ensure ongoing accuracy and quality.



Claims management

A [Claims management software](#) can help your business to gather data about vendors and customers, integrate automation and machine-learning tools to analyze that data, and create a dashboard to view.

These platforms help you harness customer information and manage customer and business data.

However, there are often challenges to be aware of with integration and implementation. When your business has multiple platforms and applications to juggle, it's hard to maintain consistency. For example, your business information - from basic details to service offerings - needs to appear and operate similarly across your customer facing platforms. Otherwise, customers may look elsewhere for assistance, or be frustrated with the experience.

Common pitfalls are redundant data and inaccurate data, which hinder data quality. With all the cloud-based applications that businesses can use, it's hard to ensure consistent data across all of them.

The answer is to have one source of truth, a concept discussed next.



Benefits of a single source of truth

A single source of truth in data management refers to ensuring all data elements are stored in one centralized repository. This means that regardless of how many systems your business has that access or use your data, they all draw from the same centrally maintained dataset. This helps eliminate confusion, data duplication, and inconsistency.

Consider these benefits of a single source of truth:

1. Enhanced data accuracy

When information is being pulled from one place, there's much less room for error. You won't see as many gaps or discrepancies in data when there is only one place that stores the most accurate, up-to-date data.

For example, when you're managing your different customer-facing profiles, you can make updates to the data just one time in your centralized platform. Then, you can pull information from that single source so that each platform has the most current data.

2. Improved customer experience

Accurate, complete, and up-to-date data leads to more consistency across your channels. This means that customers are more likely to see consistent information about your business, not differing data in several locations. This increases trust and satisfaction, helping your business build a positive online following.

3. Operational efficiency

Having a single source of truth can also improve your operations. It can help you streamline data management, and update information throughout multiple locations. One source for data reduces both time and resources you need to update information.

Strategies for maintaining accurate data across platforms

Accurate data is a must for any business that wants to succeed in the digital space.

Maintaining high-quality data can be easier said than done, especially in claims management, with so many differing situations and various stakeholders. Consider these four strategies for better maintaining accurate data across your platforms:

1. Implement a centralized data management system

First, you need to establish that single source of truth, mentioned above. This means implementing a system that will be your hub for data management. This is the place where you will review and update information regularly, and which feeds into your channels and platforms so that all information is consistent and accurate.

2. Conduct regular data audits and updates

Aside from finding the right technology, put a plan in place for regular reviews so you can make updates as needed. Schedule routine checks that will be an ongoing part of your data management practices. Conduct data audits with your teams to continue ensuring that information is accurate, up-to-date, complete, and consistent.

3. Integrate with external data sources

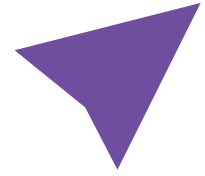
Data isn't just created within your business. There is a good chance you have a large set of external data coming in that you must manage. You may need better tools and systems in place for integrating data externally. For example, each time you have a new claims client, you need a system for working with a third party, such as an insurer or shop, to incorporate new information and review it for accuracy.

4. Provide team training

Staff members handling data in any way need to be trained on the importance of data accuracy and best practices for data management. If you don't have them already, establish clear policies related to data. Carefully outline who is responsible for what, which platforms are being used, and how data updates occur. These guidelines and protocols should be clear and accessible.



Industry example of improved data systems



Consider this example of how important data can be:

A body shop involved in the claims process was struggling with fragmented data across its various platforms, including its CRM and social media profiles. Within the business, sales, inventory, marketing, and customer service each maintained their own databases, leading to data silos, inconsistent reporting, and inefficiencies.

In such a case, marketing would often launch campaigns based on outdated customer data, while inventory teams faced part shortages. This lack of a unified data source created bottlenecks, resulting in missed revenue opportunities and frustrated customers.

The business engaged Entegral to implement a single source of truth for their data using the [Entegral platform](#). They consolidated all their key repair data into one centralized place, which was integrated with their online platforms so that all data was streamlined, consistent, and accurate. All shop stakeholders were then able to access the same, real-time information for maximum efficiency.

The results of the shift allowed for an improved customer experience, more personalized marketing campaigns for the business, and better forecasting for the future. Operational costs were reduced thanks to automation and streamlined data processing.

This case shows just how important reliable data systems are. They enhance internal efficiency, impact the bottom line, and improve customer satisfaction.





Future Trends in Data Accuracy

Whatever happens in the future of digital data management, expect it to continue to grow – in both volume and importance. In the realm of data accuracy, artificial intelligence (AI) and machine learning will be big. AI algorithms can automatically detect and correct inconsistencies, reducing human errors and maintaining the integrity of data.

Machine learning can evolve using historical data trends to improve predictive accuracy over time. These technologies help businesses identify patterns, predict anomalies, and automate data processes, ensuring data remains up-to-date and reliable.

In addition, innovations in data synchronization and accuracy tools are emerging to address the growing complexity of managing data across multiple platforms and applications. Technologies like blockchain and edge computing are enabling real-time data processing and helping organizations maintain a single source of truth across their systems.

As technologies evolve, so will best practices for maintaining data accuracy. One key potential area of focus is the continued emphasis on automated data governance frameworks, driven by AI, to ensure compliance with regulatory standards. These frameworks will streamline the validation and verification of data quality, making it easier to follow legal and industry-specific data requirements.

Your business needs to stay flexible to adapt to these coming trends and changes. As data sources diversify, from IoT devices to social media streams, embrace cloud-based platforms that offer scalable data management solutions. Emphasizing interoperability and continuous updates to data standards will be essential for businesses to keep pace with new data types, tools, and compliance demands.

By staying ahead of these trends, you can ensure your data remains accurate, reliable, and ready to support strategic decision-making within the claims world.

Rely on Entegral for a Single Source of Truth

Maintaining accurate data across your channels is a must to facilitate successful claims processes. Without data that is complete, reliable, and up-to-date, your business will continue to operate in silos with slower operations and worsening customer sentiment.

Instead, create one source of truth with the Entegral platform. The software is driven by data to keep body shops, manufacturers, insurers, and other businesses involved in the claims process informed and aligned. With Entegral, your business will have better tools for enhanced communication and collaboration.

Entegral can help you optimize vendor fulfillment capabilities, filter network data, and input custom data.

Explore the complete [Entegral Suite](#) of products to help you improve your data management practices today. [Contact Entegral](#) and get started right away!





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