

Walsh: devil in the detail

ROGER Walsh, associate director of sales and marketing at CRIF Decision Solutions, urged delegates to go back to their businesses and make sure the data inputted into the industry database was complete.

He underlined the problem by stating that, on the Cue database, missing data included Mr, Mrs or Ms, forenames, telephone numbers and post codes.

“Once the industry starts supplying the correct data in the mandatory fields you will get more out of the data — leaving claims handlers to focus on more skilled work.”



Walsh: missing data wastes time.