



Your AI Data Readiness Checklist

Before you finalize your next AI initiative, use this checklist to pressure-test your customer data: what's trustworthy, what's missing, and where AI will quietly amplify the gaps.

7 Warning Signs

Your CRM may already be showing these signs; from duplicate records to blind spots AI can't see around.

4 Steps to Follow

Create a consistent operating habit:
Clean → Complete → Enrich → Maintain.

6 Readiness Questions

These yes/no questions decide whether your data is AI-ready. Answer honestly before you build.

1 Look for the Seven Warning Signs

AI doesn't fix bad data, it scales it, at machine speed. These are the structural and quality issues that put your AI initiatives at a disadvantage before they start.

- ☐ Duplicate customer records
- ☐ Inconsistent formatting across systems
- ☐ Missing email addresses
- ☐ Outdated contact information
- ☐ Missing phone numbers
- ☐ Incomplete customer profiles
- ☐ Unknown customer attributes you can't yet see (the blind spot)

2 Answer the Six Readiness Questions

If not, that's your opportunity. These questions separate teams who trust their data from teams who are hoping it's fine.

- ☐ We trust our customer data.
- ☐ We understand customers beyond basic demographics.
- ☐ Duplicate records are under control.
- ☐ Customer records are regularly refreshed.
- ☐ Missing information has been appended.
- ☐ We have a process for maintaining data quality.

3 Check What's In (and Missing From) Your Records

AI performs better with more meaningful context, not just more data. See how a basic contact record compares to an AI-ready one.

Basic Record

Name
Email address
Phone number
Purchase history

AI-Ready Record

Everything at left, plus:
Demographics & household composition
Property & homeownership details
Vehicle ownership & lifestyle signals
Length of residence & moving activity

4 Build the Clean → Complete → Enrich → Maintain Habit

Data quality compounds over time. Small, consistent upkeep beats one big annual cleanup.

1 Clean Remove duplicates, validate emails, standardize records so every system agrees on the truth. ☐ Run deduplication ☐ Validate emails & phones ☐ Standardize formatting	2 Complete Append missing customer information: fill the gaps AI can't see around. ☐ Flag missing core fields ☐ Append from a trusted source ☐ Track coverage rate	3 Enrich Add meaningful customer attributes: demographics, life stage, intent, and more. ☐ Add demographic & household data ☐ Add property/vehicle signals ☐ Add lifestyle & intent data	4 Maintain Customer data changes every day. Refresh it on a schedule, not an emergency. ☐ Set a refresh cadence ☐ Assign clear ownership ☐ Monitor for new decay
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5 Complete the Action Plan Before Your Next AI Project

Simple and actionable

Work through these five steps before you finalize your next AI initiative. Start with step one.

1 Audit Review your CRM against the seven warning signs.	2 Clean Remove duplicates, validate emails and phones.	3 Append Fill in missing customer information.	4 Enrich Add demographics, lifestyle, and intent data.	5 Build Turn clean, enriched data into trusted audiences.
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Don't ask "What AI tool should we buy?" Ask "Can our data support the results we're expecting?" That one question changes how you plan every AI initiative that follows.

[Talk to a Data Strategist](#)

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