

# Strategies for **Cleaner Data**

How Smarter Data Strategies  
Solve Education's Toughest  
CRM Challenges



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# Agile's Expected Outcomes



**Few Bad  
Records**

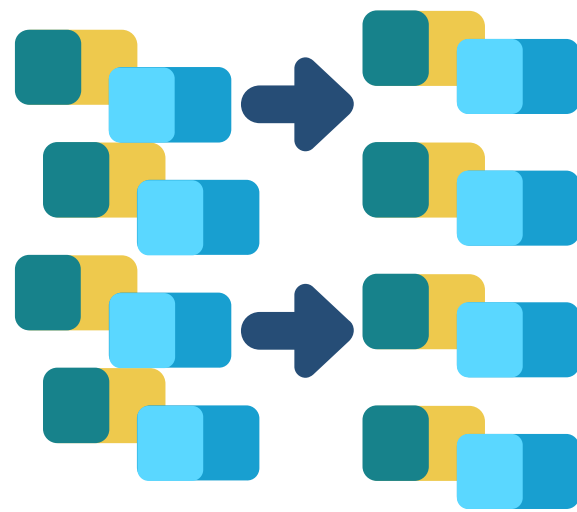


**Better Matching  
Across Systems**

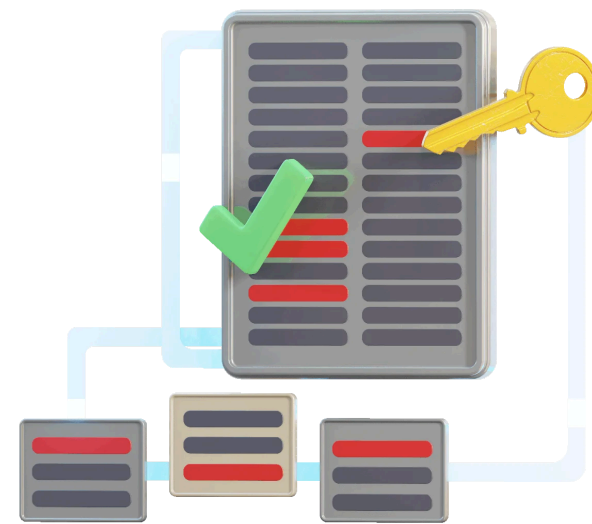


**Reliable  
Single View**

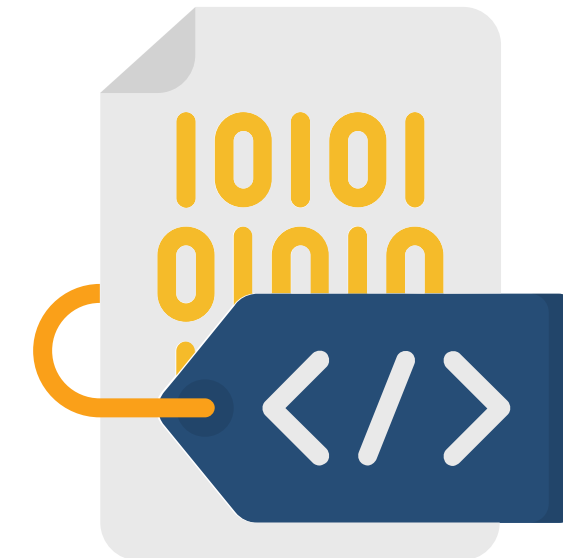
# Education Industry Issues



**Merging Data From  
Multiple Sources**



**Duplicated  
Data**



**Stale  
Old Data**

# CRM Data Considerations



- Why is education data so difficult to integrate and maintain accurately?
- What happens when multiple data sources don't align or share a common identifier?
- Can you trust your CRM when duplicate, mismatched, or stale records distort reporting and segmentation?
- Without a clear data strategy and authoritative education data source, how can you build a reliable, unified view across systems?



# Agile Resources



- [AgileConnect- Seamless Education Data Integrations](#)
- [ConnectLink- Education CRM Integration](#)
- [AgileInsight - Free Data Health Assessment](#)
- [Form Fill Look- Up API- Optimize Data Capture](#)