Bringing trusted product data into the digital world

Getting the data right with the GS1 data checker
Businesses are increasingly only as good as their data and high quality data is essential for capturing the interest of consumers and driving online sales.

We are seeing an ever-increasing move by consumers to use online shopping for their purchases. This means the consumer needs to be able to trust the product information available when making an informed purchase.

There is also a growing demand from consumers to be able to rely on the data, especially when they have special requirements like Gluten intolerance or nut allergies.

Raising the data to the level of trusted product data with the GS1 data checker

Not surprisingly, data quality has become a strategic pillar for GS1. To support this endeavor, GS1 Global Office has launched the GS1 data checker solution, which supports all Member Organisations at local level to provide dashboards and reports to their community by checking, validating and monitoring their trading partner’s data.

At this time the GS1 data checker supports three modules: Base line business to business information (B2B), Food Label (EU1169/2011) information and Physical Comparison service.

As the demand grows, there will be additional modules added to support the MO community and already we are looking, during 2015, to add Pre-Production validation service as an additional module.

Getting the data right at source

To raise the data quality to the level of ‘Trusted Product Data’, GS1 has also produced a training video on best practices for New Item Introduction. Check the latest elearning on data quality on: https://learning.gs1.org

“With a common and standardised approach of data quality, we expect the future exchanged data to improve, providing the right information to our customers.”

Annick Mievis, Chief Buyer

We would like to thank GS1 Belgium & Luxembourg, GS1 Canada, GS1 Denmark, GS1 Italy, GS1 Mexico, GS1 Netherlands, GS1 Portugal and GS1 UK, for participating to these initiatives.

Please contact a GS1 Member Organisation at https://www.gs1.org/contact

Read more: www.gs1.org/dataquality