

**Deloitte.**

# Building customer trust through human experience design and responsible data use

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In a time of monumental shifts in customer audience, interaction needs, and channel preference, can you retain your existing customer base and embrace new online visitors? Do you build digital trust and do you really engage online? Do you manage customer data and customer needs responsibly?



# COVID-19 is accelerating digital trends that were already happening in customer channel preference, online business models, and regulations



## CHANGE IN CUSTOMER BEHAVIOR & NEEDS

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- Customers are switching to digital services and solutions, voluntarily or enforced, resulting in a **steep growth** in online traffic and **online data**.
- Customers are getting their **first impressions** and **exploring** alternative options whilst trying to find their way.
- With the increase of online traffic and data sharing, there is more attention from the media and the mind of customers on the topic of **data** and **confidentially**.
- Customers are searching for **stability, trust and familiarity** on top of an excellent experience in terms of usability and omni-channel consistency.



## CHANGING BUSINESS MODELS & COMPETITION

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- Organizations transition from operating in (only) B2B2C, Bricks and Mortar into **Direct to Customer (DTC)**.
- Organizations leverage their **existing assets** (e.g. machines, materials, data) for a **different purpose**. New players emerge as existing markets collapse, and production lines are altered to offer high demand products (e.g. disinfectants and face masks).
- Organizations that respect customers' privacy **gain trust & permission** to handle data.



## CHANGING RULES OF THE GAME

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- Regulations following Covid-19 are popping up **without global alignment**, imposing a challenge for international organizations operating in multiple markets.
- With respect to online privacy and cookies consent, the **expected e-privacy regulation** is soon to be a new factor to take into account.
- Organizations constantly **need to adapt** and find new ways to **comply with regulations**, whilst focussing on their key operations.
- Ultimately, compliance remains an **important aspect** for the success of organizations.

# To regain sales levels, organizations have to focus even more on capabilities that enable digital personalized interaction



## CUSTOMER ENGAGEMENT

- Organizations should already be able to interact consistently with customers across **channels** and at any stage of the **customer journey** and should also be able to **scale up or down** in warp speed.
- Organizations are investing in a more **consumer-centric** approach to increase engagement and buying propensity.
- Organizations moving to new channels and business models need to build their **sales and marketing capabilities**.
- Organizations are still learning how to **understand consumer needs** and how to become a trusted brand.



## DATA MANAGEMENT

- The massive amount of existing and new customer data captured from online interactions requires analytics and a data-savvy mindset to create **value for customers** and organizations.
- Many organizations use third party data as their primary basis for online marketing and commerce generation. However, **the end of 3<sup>rd</sup> party data** is in sight as browsers and Adblockers are starting to block third-party cookies.
- Trusted **first party data collection** becomes key. This requires a strategic revision on obtaining and maintaining customer trust.



## INSIGHT & RESPONSIBILITY

- In a world in turmoil, organizations have to behave responsibly so that consumers can **trust** the organization and are willing to **share** their data.
- A competitive organization needs insight into the customer. A responsible organization also reciprocates with a **fair value** for the customer.
- Creating true **transparency** and ensuring customers retain **control** of their data will make a difference when establishing trust.
- **“Controlled creativity”** and mutual understanding is required to have **collaboration** between marketers and privacy professionals.

# Building customer trust through human experiences and responsible data use- How does this look for a Consumer, a Marketeer and a Data Privacy Professional?



## THE CONSUMER EXPERIENCE

Managing my privacy online is **seamlessly integrated** into what I'm doing online. I experience it as a service as part of a bigger flow of interaction. Like getting a bit of privacy thanks to the screen when you go to cast your vote at the ballots.

I always consider this organization first when buying things and I **advocate** their products and brand to my friends.

When I'm browsing or buying online I **know** exactly how much **data** I'm **sharing** in the process. It's **easy to understand** the **value of my data** to both myself and the website I am on.

I **trust** this organization to honor my wishes and live their values. I feel **respected as an equal**. In times of crises I would pro-actively **support** them to keep them in **business**.

I can **easily** and quickly **change** how much I share(d), at any time.

## THE MARKETEEER EXPERIENCE

I know my **customer needs** and my customer **segments** regarding my primary product or service. I know how they balance privacy in **relation** to the primary product.

Would you like some extra privacy with that?

I can translate customer needs and legal boundaries into **innovative interactions** that integrate privacy into the customer experience, making it a seamless service with **added value** for both my customer and my organization.

I am **data savvy**. I know how to apply it effectively in campaigns and I know how to manage its challenges in terms of quality, availability, recency, gathering, analyses and integration.

I understand the **value of data**, both **commercially** for my organization as well as **legally and ethically** in terms of liabilities. I feel connected to the **brand and its values** and am driven to show its integrity in all interactions.

I am an integrator and multi manager. I manage the client interaction and perception; I work with IT and data to **integrate requirements** into an **overall solution**.

My **DPO and I** understand each other and **work together constructively**.

## THE DATA PRIVACY PROFESSIONAL EXPERIENCE

I help to ensure that our systems are **secure**. I understand the vital importance of protecting the data of our customers.

I keep an **overview** of how my organization **leverages personal data** to provide value to customers.



I act as a **central contact point** within the organization. I **know the business inside and out**. My marketeers know that I understand them and help them achieve their goals.

What are you working on?

I am closely aligned with the project teams within my organization to **integrate** data management and data privacy principles **from the beginning**.

I value the **ethical and responsible use of customer data** within the organization. It is important to me that we go beyond compliance and that we provide **true transparency and control** to our customers.

I formulate policies and procedures that help my organization realize its strategy. I want to make sure that my organization **gets the most out of its assets**, including data.

## 5 key factors are essential to deliver these trusted human experiences



### CONTROL & AUTONOMY

Organizations that are able to manage and provide customer **choices** regarding data, gain greater trust. Marketeers can use **permissions** to personalize communications and handle data.



### ETHICS & RESPONSIBILITY

Just because **marketeers can** use large amounts of data does not mean **they should**. Customers demand a fair **balance** between the value organizations generate from their data and the intrusiveness it requires.



### TRANSPARENCY

Transparency on how data is used makes customers more willing to **engage** with an organization. An environment where marketeers and data privacy professionals are **open about their goals and priorities** is necessary for “controlled creativity” and collaboration as a team.



### SECURITY & RELIABILITY

**A breach of security is a breach of customer trust.** Preventing data breaches and other security issues is imperative in obtaining and maintaining customers. The **brand reputation** of an organization depends on the strength of its data **security** practices.



### USABILITY

Customers don't shop for privacy. **Ease of use** when interacting with privacy elements online helps conversion. Marketeers need to use their creativity – and collaborate with data privacy professionals – **to design privacy into the customer experience.**



*As a cherry on top: considering these factors also means respecting privacy laws.*

# Which promises is your organization confident to commit to?



## CUSTOMER ENGAGEMENT



## DATA MANAGEMENT



## INSIGHT & RESPONSIBILITY

### CONTROL & AUTONOMY

*We are flexible and agile to grow fast and move with demand.*

*We have identified our most important assets to innovate with.*

*Our customers have a say what happens with their data.*

### ETHICS & RESPONSIBILITY

*We have engaged our customers for the longer term.*

*We are able to market new products and services through new interaction channels, while managing new uncertainties.*

*We use customer data responsibly and offer our customers fair value in return.*

*Our current level of data security is aligned with what our customers may expect.*

### TRANSPARENCY

*We reach customers in new, trustworthy ways.*

### SECURITY & RELIABILITY

*We are engaging with our new customer base and are building loyalty.*

*Our processes to handle customer data are clear to all parties involved.*

*We make it easy and intuitive for our customers to understand and manage their data.*

### USABILITY

*Our customer experience is a positive differentiator.*

# For more information or an exploratory conversation on how to respond to these questions, please reach out to :



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