Consent Management With Customer 360

Benefits

- Manage consent information and fulfill rights requests with a 360-degree customer view
- Empower customers by putting them in charge of how their data is used
- Improve personalization and segmentation to create the moments that build loyalty and trust

Turn Privacy and Protection into a Customer Experience Opportunity

It's never been more important to deliver great customer experiences. And in an era of endless communication, people want more control of their relationships with the companies they buy from today. Put customers in charge of their personal data, ensure that it's used responsibly, and the benefits to your business can be surprising: Gartner predicts that in 2023, brands that put in place user-level control of marketing data will reduce customer churn by 40% and increase lifetime value by 25%[1].

It's also one of the reasons why recent protection and privacy regulations, such as the General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA), represent an opportunity to empower your customers, break down data silos, and build a solid foundation that makes data accessible, safe, and trusted.

Find a way to be transparent with your customers about the data you collect and the ways in which you use it, and you'll earn all-important trust that forms the foundation of longstanding loyalty. Do this and you'll not only build trust with your customers, you'll give your business, marketing, and sales teams the information they need to engage more intelligently through contextual, relevant, and consistent interactions.
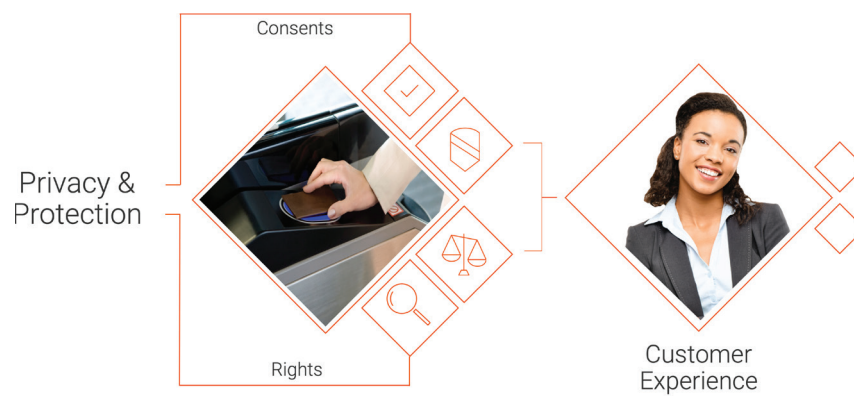

Figure 1: Privacy and protection is a customer experience opportunity.

[1] Gartner, Inc., Gartner Predicts 2019: In Search of Balance in Marketing January 21, 2019, https://www.gartner.com/en/marketing/insights/articles/gartner-predicts-2019-in-search-of-balance-in-marketing

Enact Rights and Manage Consents With Your 360-Degree Customer View

For years, we've known that centralizing your customer data makes sense. A centralized repository of reliable, current, and actionable customer data is an invaluable asset for any business that wants to become more customer-centric, transparent, and agile. Centralized customer data accelerates customer experience programs, improves personalization for campaigns and interactions, identifies more precise customer segments, and helps you create the moments that matter to increase loyalty, decrease churn, and build trust.

To make this repository, you'll need to master your customer data—collect it, reconcile it, enrich it, relate it, and standardize it. You'll also need to master consents to better understand how you should use the data, including where the consent was given, when a consent is revoked, and what types of data can be used for which purposes. Once consents are linked to a 360-degree view of a customer, it becomes much easier to grasp how your customers want to engage with you.

Do this and you'll know with a high degree of certainty:
• Who your customers and prospects are
• How they allow you to use their information
• What you know about them
• When they want to end relationships and be forgotten (and other data use rights)

To make it easier to manage consents and fulfill rights, Informatica offers a consent management accelerator for MDM Customer 360.
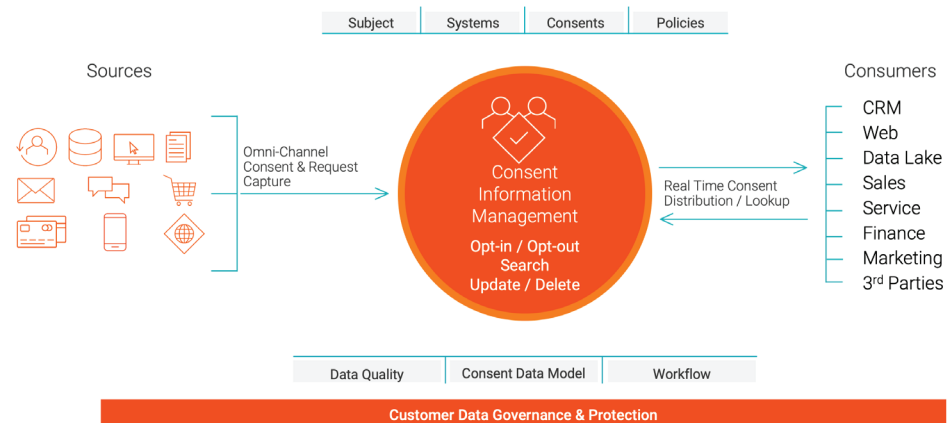

Figure 2: Consent Management Accelerator for Informatica MDM Customer 360.

With the Informatica Consent Management Accelerator for MDM Customer 360, you can associate consent data and policies with a specific individual, hold this in a central location, and make this information accessible to your business applications to:

Manage consents: Identify and resolve the data you hold about a subject—including consent data—regardless of the channel, location, or system that creates the data. The consent management accelerator helps to associate, consolidate, and manage consents and channel-based preferences at an individual customer level.

Fulfill rights requests: Validate who the requests are coming from, confirm they are who they say they are, and employ workflows to streamline your organization's response to subject access requests, right of erasure, right of portability, and other rights requests. With consent data and personally identifiable information (PII) linked with applications, subject rights processing can be orchestrated consistently and efficiently.

Adopt data minimization standards: Customer 360 helps you with data minimization through the ability to filter personal data for each action or purpose based on the consents or policy specified, making available the correct subset of master data when needed or requested for a specific purpose and across multiple purposes.

Share consent data operationally: Customer 360 integrates with your source systems and applications to provide insights in real time to not only get the data out of them, but also to share the 360-degree customer view and consent information provided with operational systems. Real-time capabilities ensure the actions your end users take are aligned with how your subjects have allowed you to use their data.

Associate policies, purpose, processors, and other information: Customer 360 houses policy, purpose, and processor information based on your centralized data governance privacy efforts. With consent policies and details attached to the customer profile, and workflows to dictate what happens with the data, the policy and purpose of consent become operational in the customer record.

Build a foundation: Customer 360 allows you to take a modular approach to consent information management and customer experience initiatives. If you're just getting started, and don't have a 360-degree customer view, start with a foundation of MDM for identity resolution and the consent master accelerator to create a trusted customer profile. Once established, you can expand into a more robust 360-degree customer view to meet your overall, long-term vision.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead— in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Next Steps

If you're like many companies, you've focused your framework on compliance with privacy and protection regulations through data discovery, data governance, and data security. It's time you reap the benefits of mastered consent and customer data to deliver great customer experiences. Master it, make it safe to use, and handle it appropriately, in line with customer expectations—or risk violating privacy compliance rules and, more importantly, their trust.

Discover more practical steps for a privacy and protection framework at informatica.com/GDPR.