



SAP® Customer Experience

SAP Customer Data Cloud

Build Customer Trust and Address Data Privacy and Protection Regulations

SAP® Enterprise Consent and Preference Management

Quick Facts

SUMMARY

When it comes to customer privacy, global enterprises currently face two major pain points:

- The widespread customer mistrust in how companies use, store, and manage their data
- New data privacy and protection regulations that require businesses to give customers more control over their personal data

SAP® Enterprise Consent and Preference Management solutions answer both pain points by implementing comprehensive customer profile, preference, and consent governance across your organization with minimal time to market.

OBJECTIVES

- Deliver relevant, engaging and trusted experiences to customers on their own terms
- Offer customers control of their profile, preference, and consent data, no matter the device, channel, or platform they use
- Effectively track consent history across the customer lifecycle to address requirements of regional data privacy and protection regulations

SOLUTION: SAP ENTERPRISE CONSENT AND PREFERENCE MANAGEMENT

- Best-practice workflows to transparently present, collect, and manage customer consent and preferences for terms of service, privacy policies, marketing communications, and any data processing requirements
- A system that enables your brands and properties to offer clear, intuitive customer control of profile data, preference choices, and consent settings
- Secure, centralized, and audit-ready consent records that can be used to enforce customer decisions about their personal data and synchronized in near-real time with downstream systems such as commerce, marketing, sales, and services applications

BENEFITS

- Build trust with customers by enabling more transparency in how you collect and use their personal data
- Centralize consent and preference management across all of your brands, properties, and channels, helping ensure a frictionless experience for customers
- Address evolving requirements of regional privacy law regulations

LEARN MORE

Discover how SAP Enterprise Consent and Preference Management can help you build customer trust and address consumer privacy regulations. Visit us [online](#).

Trust: The Link Between Customer Experience and Data Privacy Regulations

With customer experience rising to become the key market differentiator, transparency and customer control of personal data have never been more critical.

Around the world, both customers and governments are calling for greater restrictions and regulations around how businesses collect and process personal data. From the EU's General Data Protection Regulation (GDPR) in 2018 to the California Consumer Privacy Act (CCPA) and the Brazilian General Data Protection Law (LGPD) in 2020, businesses are now playing catch-up to reestablish trust in their data practices and demonstrate they're respecting consumer privacy.

In the long term, an informed, empowered, and data-driven customer is a great thing for businesses. The more customers are invested in their own data, the better resource they can be as organizations seek to understand them and build experiences and products accordingly.

In the short term, however, this trend is creating a major challenge. While customers support data privacy and protection regulations, they also demand that businesses deliver hyperpersonalized experiences – which businesses can't do without said data. Brands now need to juggle restructuring their data strategy toward compliance, without any disruption to their personalized customer experiences.

Untangling this data dilemma and meeting these competing consumer expectations requires embracing transparency and customer control of personal data. But this is easier said than done for many enterprises. Let's look at why.



65% of U.S. adults

say it is not possible to go through daily life without having data collected about them by companies or the government¹.

1. Brooke Auxier, Lee Rainie, Monica Anderson, Andrew Perrin, Madhu Kumar And Erica Turner, [Americans and Privacy: Concerned, Confused and Feeling Lack of Control Over Their Personal Information](#), Pewresearch.org, November 15, 2019.

The Erosion of Customer Trust

Eighty percent of brands feel they deliver exceptional experiences. Unfortunately, only 8% of their customers agree.² We call this the experience gap (see Figure 1).

A key reason for why this gap exists: today's customers don't trust businesses when it comes to managing personal data. In the United States, 73% of consumers say they are more concerned about their online privacy than they were a few years ago.³ Within the European Union, one in five consumers believes that businesses do not care about their privacy.⁴

Why are customers so skeptical? Consider the following questions:

1. Where does customer data reside throughout your ecosystem?
2. How are you using customer data?
3. Does what you're doing with each customer's data in each instance conform to the purpose they originally consented to and to the privacy policy governing it?
4. How are you collecting preferences and consent from customers? Can you track and manage that data across their entire lifecycle, including triggering requests for renewals of consent when necessary?
5. Are you enabling customers to exercise their individual rights to access, update, download, delete, and freeze processing of their data, as well as the "right to be forgotten," and how are you doing this?

Many brands struggle to answer these questions. As a result, they cannot deliver truly trusted and consistent experiences at each touch point across brands, channels, regions, and devices. They're also exposed to increased compliance risk.

2. Ryan Smith, "[Manage Every Experience That Matters: Why X-Data Is the New Imperative](#)", Qualtrics.com, March 16, 2017
3. Eileen Brown, "[Two Thirds of US Consumers Say Government Should Do More to Protect Data Privacy](#)", ZDnet.com, January 22, 2019
4. [A New Era for Privacy: GDPR Six Months On](#), Deloitte, 2018



The Experience Gap

80%
of brands feel they deliver exceptional experiences



8%
of their customers agree



Figure 1: The Complexity of the Modern Customer Journey Contributes to the Experience Gap

The Rise of Enterprise Consent and Preference Management (ECPM)

Whether it's because the customer's demand for more transparency and control has been loud and clear or whether it's because companies are demanding help to address data privacy regulations, software solutions for preference and consent data management are on the rise.

Around the globe, enterprises are realizing their homegrown solutions are too difficult to scale, too slow to implement, and too resource-intensive to sustain. Others are realizing their plan for stitching together existing identity and access management systems to address consent and preference data management is too limiting and too expensive.

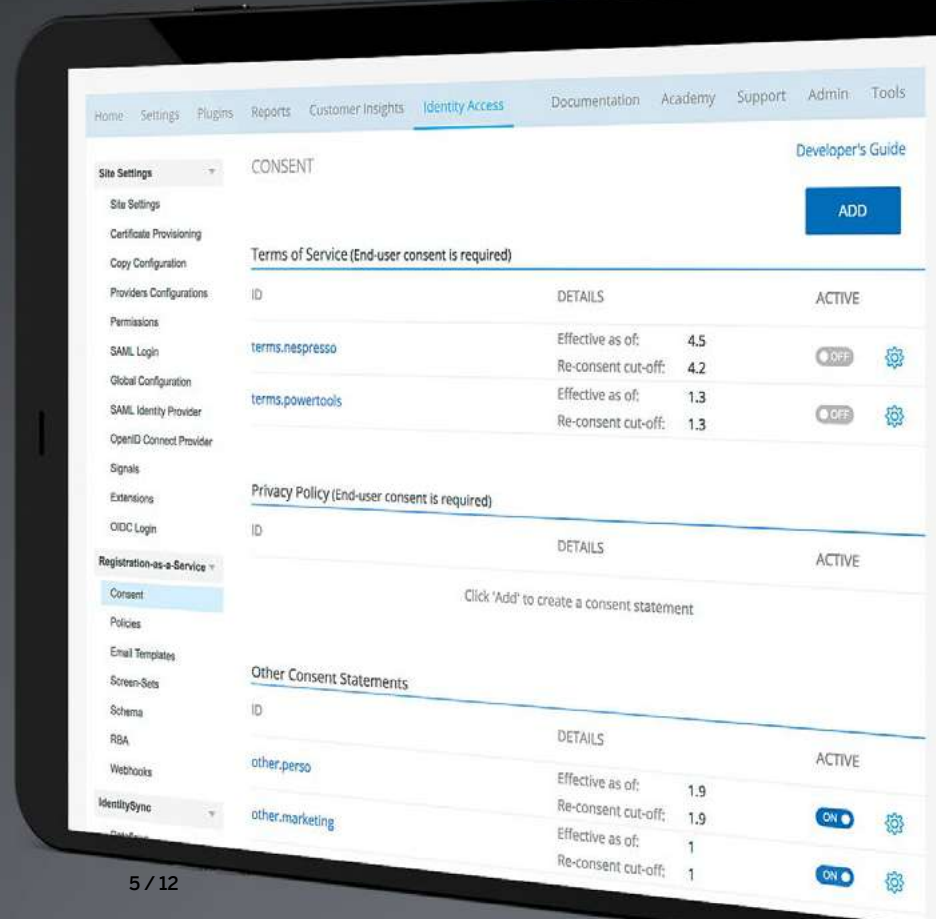
A cloud-based software-as-a-service (SaaS) solution for enterprise consent and preference management, on the other hand, offers the

scalability and flexibility needed to address the challenges of the new consumer data privacy landscape.

It helps put customers in control of their own profile information and preferences for communications and marketing activities. It also centralizes collecting and recording customers' consent for these activities, as well as for terms of service and privacy policies.

In addition, enterprise consent and preference management solutions enable tracking multiple versions of consent records across the customer lifecycle. This helps synchronize customer data with all existing applications to help ensure consistent enforcement of consent across every brand and channel. The solutions also index these records for auditing purposes.

SAP Enterprise Consent and Preference Management solutions are dedicated to **obtaining, managing, and enforcing customer consent and preference data.**



SAP® Enterprise Consent and Preference Management

Build customer relationships based on trust, put customers in control of their personal data, and address data privacy and protection regulations.

SAP® Customer Data Cloud solutions help you build frictionless, personalized relationships with your customers. Our solutions can help transform your business into a true customer-first enterprise, enhancing and individualizing your users' journeys across channels, regions, and devices.

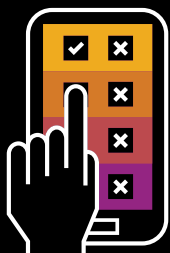
With our cloud-based SAP Enterprise Consent and Preference Management solutions, you can manage all of your customer consent, preference settings, and data from a central platform. This SaaS enables you to holistically address regulatory requirements and enforce customers' privacy settings across touch points.

SAP Enterprise Consent and Preference Management: Three Core Pillars



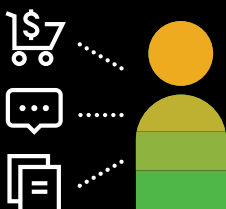
Transparently capture and manage consent and preference data

Use customizable, preconfigured workflows to capture customers' consent and preferences at each touch point and store versioned consent records for up to seven years in our audit-ready vault.



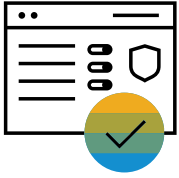
Give customers control

Empower customers to manage their own experiences through customizable, self-service preference centers that enable them to exercise their data subject access rights under GDPR, CCPA, LGPD, and other regional data protection regulations.



Streamline data management

Ensure that consent and preferences are consistently enforced throughout the customer lifecycle and across every application, channel, brand, and region through centralized, simple, and secure data governance and orchestration.



Transparently Capture Consent and Preference Data

SEAMLESSLY PRESENT AND CAPTURE CUSTOMERS' CONSENT AND PREFERENCES

Quickly implement customizable workflows to present clear requests for consent and preferences, including terms of service, privacy policies, marketing communications, and any other custom activities. Your customers will understand exactly what data is being collected and what it's used for at every stage of their journey – from their first Web site visit to advocacy. All consent and preference data is stored in a centralized and secure vault that keeps your business prepared for audits, should they occur.

AUTOMATE VERSION CONTROL AND STAY AUDIT-READY

Changes to terms and policies automatically trigger requests to renew consent. These updates are time- and date-stamped, stored in our audit-ready vault, and synchronized across

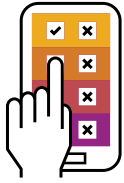
your technology stack to help keep consent consistent across every brand, channel, and region. Meanwhile, administrators can gain visibility into the complete and accurate history of each customer's consent and preference settings for auditing purposes.

MAINTAIN ACCURATE CUSTOMER RECORDS AND CONSISTENT CONSENT ENFORCEMENT

The extract, transform, and load (ETL) capabilities in the identity sync feature synchronize customers' profiles, consent, and preference settings with existing applications and services to ensure accurate enforcement across every channel in your digital ecosystem. By collecting, storing, and tracking consent and preference records in a central repository, with data synchronized across every downstream technology, you can continue innovating with agility while addressing data privacy requirements.

324 million per month

The monthly average of new consent and preference records captured by SAP Customer Data Cloud



Offer Customers Control of Their Personal Data

GIVE CUSTOMERS CONTROL THROUGH A SELF-SERVICE PREFERENCE CENTER

Create intuitive interfaces for any device or platform that offer customers the ability to manage all aspects of their relationship with your brands, including their profile information, “likes” and “interests,” the channels they are contacted through, marketing communication frequency, and more (see Figure 2).

This self-service preference center helps you address specific regulatory requirements and provides customers with an intuitive portal for managing their data access rights, including the ability to:

- Withdraw consent for the processing of their personal data
- Opt out of the sale of their personal data to third parties
- Request to be “forgotten”
- View and download their full personal datasets
- Freeze or delete their personal accounts

STREAMLINE GLOBAL CONSENT RECORDS

SAP Enterprise Consent and Preference Management eliminates the need to create customer consent records siloed by region. Instead, you can enable customers to login with a single account from around the globe, independent of a multisite Web architecture.

This means a customer can register once, then use their same credentials to log in from anywhere. They gain access to all their account, consent, and preference data in a self-service preference center. In addition, you’ll be in a better position to offer relevant, consistent experiences across the globe.

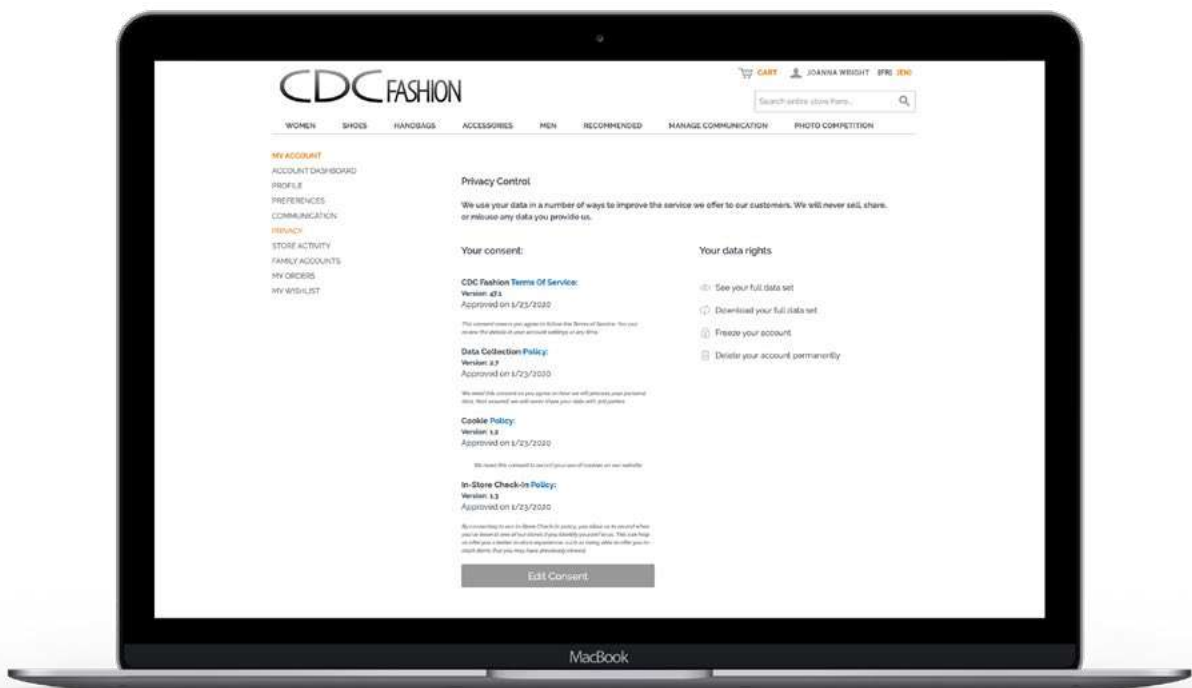
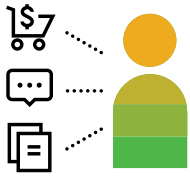


Figure 2: Build Customer Trust by Offering a Self-Service Preference Center



Streamline Data Management

DRIVE BUSINESS VALUE WITH FIRST-PARTY DATA

Orchestrate your customer profiles using prebuilt integrations that help you quickly create bidirectional data flows between various commerce, marketing, sales, and services platforms. Through powerful ETL functionality, you can synchronize customer identity, consent, and preference data across any application, service, or data store in your stack.

Through the identity sync studio – our intuitive, graphical user interface – you can easily map and transfer or synchronize data from your customer profiles to your customer relationship management, data management platform, content management, marketing automation, e-mail service provider systems, and more. Innovate with speed and agility while maintaining full control of how and where customer data is used.

GOVERN ACCURATELY

Our solutions enable you to govern your customer profiles throughout the customer

lifecycle according to each user's status (unregistered, registered, verified, active, blocked, deleted, and so on), along with consent records and communications preferences (e-mail or SMS) and other custom marketing activities.

STORE DATA IN THE RIGHT DATA CENTER

When a customer identifies his or her country of residence, SAP Enterprise Consent and Preference Management stores all necessary consent and profile data in the appropriate data center, as specified by applicable data privacy and protection regulations. You can then orchestrate that data to any digital property to eliminate latency and optimize a consistent global experience.

EASILY VISUALIZE AND MANAGE CUSTOMER CONSENT

Through the identity access dashboard in SAP Enterprise Consent and Preference Management, you can easily search high volumes of user consent and preference records. This dashboard provides a complete view of any customer within your database and enables you to quickly take actions to respond to customer or auditor requests.



SAP Enterprise Consent and Preference Management

Deliver the transparency and control over personal data that's demanded by today's customers (see Figure 3)

CUSTOMER TRANSPARENCY AND CONTROL

- Self-service preference centers for both lite and full accounts
- Account progression
- Global access

CONSENT AND PREFERENCE MANAGEMENT

- Consent and preference workflows
- Communication preference management
- Consent statement management
- Consent renewal
- Version control
- Audit-ready vault
- Lite registration and account progression

DATA STORAGE AND ORCHESTRATION

- Automated profile management
- Extract, transform, and load functionality
- Identity exchange studio
- Consent governance workflows
- Identity access dashboard
- Synchronization with downstream apps

Figure 3: Features of SAP® Enterprise Consent and Preference Management Solutions

Fueling Customer Trust for the Modern Enterprise

“PUT CUSTOMERS FIRST”

It's a phrase as old as business. But now, success depends on it and consumer data privacy regulations require it. The question is not if you must comply with the regulatory requirements, but how doing so can set you apart in a crowded market by earning the long-term trust and loyalty of your customers.

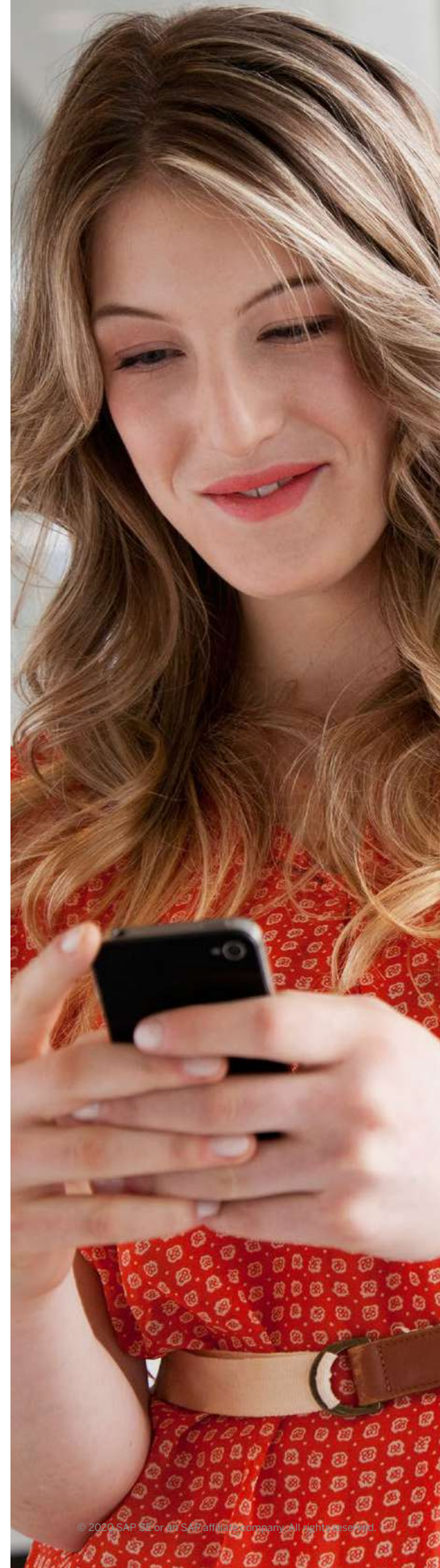
SAP Enterprise Consent and Preference Management offers a sensible way forward for your digital transformation, not only for regulatory compliance but for building better customer relationships. It also provides a foundation for ongoing innovation that will help you navigate continually evolving regulations, market trends, and technologies.

WORKING TOWARD A BRIGHTER DIGITAL FUTURE

It's our business to help our clients recognize and respect the vital importance of trust in today's customer relationships.

SAP Customer Data Cloud offers flexible, scalable, and secure customer data management solutions. Our goal with each implementation of our products is to enable our clients to address today's most challenging data protection and consumer privacy requirements – while providing transparent and user-friendly experiences to their customers – to earn them the trust that all great relationships are based on.

For more information on how SAP Enterprise Consent and Preference Management solutions, part of the SAP Customer Data Cloud portfolio, can help your business, [visit us online](#).



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