



Consent, Preferences, Insights, Compliance

TRUST
Be Human

ZERO-PARTY DATA, PREFERENCES, AND CONSENT MANAGEMENT

DIY vs BUY MAKING AN INFORMED DECISION

By Danny Hitt, Vice President of Sales

We empower the individual's voice, so trust is built, and relationships are enriched.

Page 1

Introduction

Page 2

Technology is Hard

Page 3

The Planning and Governance
are Harder

Page 4

Regulatory Risk Demands an
Experienced Approach

Page 5

Experts and Insiders Advise
Engaging a Provider

Page 6

Buying Saves Time and Money

Page 7

About PossibleNOW

Introduction

As companies seek to improve customer experience and avoid campaign and communications-related violations, a question arises: do they need outside help managing zero-party data (including consents, preferences, and insights data) for customers and prospects? Or could it be a do-it-yourself initiative the company can execute on its own?

For small to medium-sized companies that interact with contacts through one or two communications channels, their needs may be met through their ESP and/or CRM solution. This approach includes an ESP or CRM-supplied preference or trust center and customer data like consent and preference data is stored within the system. Assigned administrators can access the data to verify consent, inform campaigns, and more. While companies utilizing this solution must be mindful about data storage and the introduction of other sales or marketing automation tools, they can often address their customer zero-party data management needs through the platform they already use for communications.

For larger companies, the challenge is more complex. Enterprises need an experienced partner to assist with the management of zero-party data because the technology is hard, the planning and governance is harder, and the regulatory risk requires an experienced approach. Lastly, working with an expert provider has proven to save enterprises significant time and money.

Technology is Hard

PossibleNOW begins most of their zero-party data management engagements with their strategic consulting team, starting with organizational analysis and provides the insights and guidance needed to develop an appropriate strategy and plan for the management of customer consents, preferences, and insights.

Features Evolve Continuously

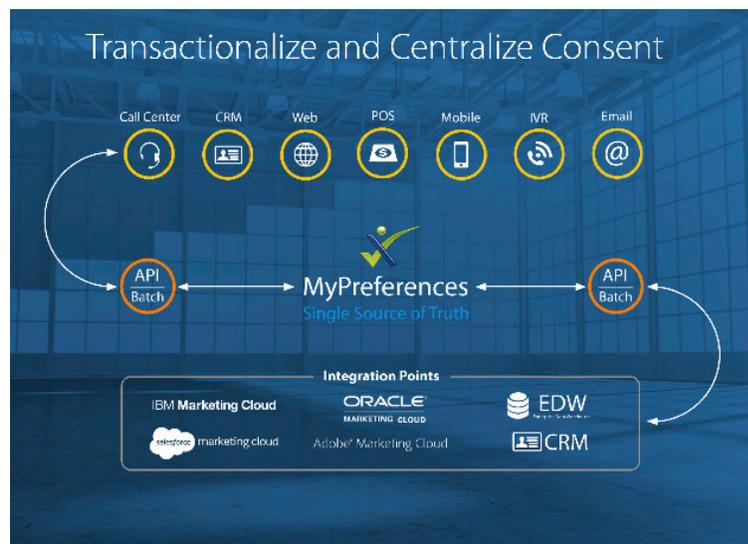
- Configurable programs for preferences, consents, and insights
- Zero-party data collection interfaces
- Compliance requirements
- Program segmentation
- Transactionalized data
- Batch and real-time integration
- International configuration
- Search & manage zero-party data
- User management
- Operational alerts
- Reporting

On average, these engagements uncover 13 separate communications systems or tools with distinct ownership of customer data inside each company. These include email service providers, marketing automation platforms, contact center solutions, sales software, and more. Various departments, brands, geographies, or functions within the enterprise own these disparate systems.

On a technical level, inventing a platform designed to aggregate customer data collected from each system and distribute back to all systems is a significant challenge, particularly for an internal IT department lacking expertise for such a build.

Most IT departments believe, and rightly so, that they can build a database and a preference or trust center. In reality, that is only the beginning. They must be prepared to set up new programs within the platform through configuration instead of code, transactionalize data so that it is auditable, automate reporting, and link APIs for shared data functionality. Most importantly – zero-party data management is not a one-time project. It is an initiative with ongoing development requirements for meeting ever-changing government regulations, internal feature requests, and rapidly evolving technology to meet customer needs.

Empowered with the appropriate technology and expertise, in-house IT teams gain greater control over customer communication systems. At a minimum, centralization of zero-party data speeds the utilization of new technologies and eliminates costly redundancies. For many CTOs, a well-designed platform is the essential companion to marketing automation, email service, and contact center solutions. It harvests and safely stores the customer preferences, consents, and insights data these technologies collect, solving an unavoidable challenge while enabling IT resources to focus integration and optimization across the enterprise.



The Planning and Governance are Harder

Beyond the technical hurdle, there is a larger, often unforeseen obstacle – planning and governance. A dangerous misperception of the management of customer zero-party data is that it is exclusively a technical challenge. Instead, it is as much a cross-departmental management initiative as it is a technical implementation.

Zero-party data management, including consent and preference management, is best facilitated through a cross-functional team responsible for defining the approach. At an enterprise software company, for example, this team often includes representation from marketing, sales, product support, compliance, digital services, and more. Led by members with budgetary and personnel control within their departments, the work of the team is managed day-to-day at a staff level through shared planning and collaborative identification of challenges, goals and dependencies.

Business Requirements	IT Development	Production	Customer Support
Marketing	IT Analyst	Database Administrator	Marketing
Product Management	Programmers	Production Support	Compliance
Customer Service	Quality Assurance		Customer Service
Business Analyst			Legal

Most IT departments are ill-suited to earn cross-departmental approvals, navigate broad communications inventories and mapping, facilitate the creation of the business rules that govern the collection of zero-party data for user experience and compliance, or prioritize communications channels.

These challenges don't stop with IT. We commonly see customer experience professionals attempt to treat the collection of customer zero-party data as if it is the equivalent to the customer registration process. Customer registration is typically treated as a one-time event, where zero-party data collection is conducted along the entire customer lifecycle.

Regulatory Risk Demands an Experienced Approach

Zero-party data collection is the critical opportunity to earn consent and protect the right to interact with a consumer. Moreover, appropriate storage and maintenance of such data through an active program protects its legal authority when challenged. These functions are not luxuries – they are table stakes for survival in a world that includes the EU's General Data Protection Regulation (GDPR) and ePrivacy, Canada's Anti-Spam Law (CASL), and the United States Telephone Consumer Protection Act (TCPA).

The GDPR was recently adopted to strengthen data protection for individuals within EU countries. GDPR is designed to give people more control over their personal data, protect data from the risk of loss and unify regulatory privacy and data requirements within the EU. Central to the regulation is a high standard for consent and fines as great as 20 million euros or four percent of total worldwide annual revenue, whichever is larger.



Less an outlier than a harbinger of a worldwide trend, GDPR means that all enterprises, (regardless of location) that communicate with or process data of EU citizens must earn provable consent and be prepared to substantiate it quickly or face crippling fines. Any zero-party data management initiative without appropriate compliance oversight and expertise leaves enterprises exposed to unprecedented risk.

Experts and Insiders Advise Engaging a Provider

Establishing a process for the management of customer data, including zero-party, first-party, and third-party data, across the modern enterprise is no small feat. As noted previously, it is an effort that demands cross-departmental collaboration, the introduction of new research and interpretation capabilities and true organizational adoption on a level that few other initiatives would enjoy.

“The reason we decided not to build in-house is because we’d tried it before,” observed a senior IT executive at SiriusXM. “As the data scaled and regulations changed, it became evident that we really needed a partner in this domain.”

”

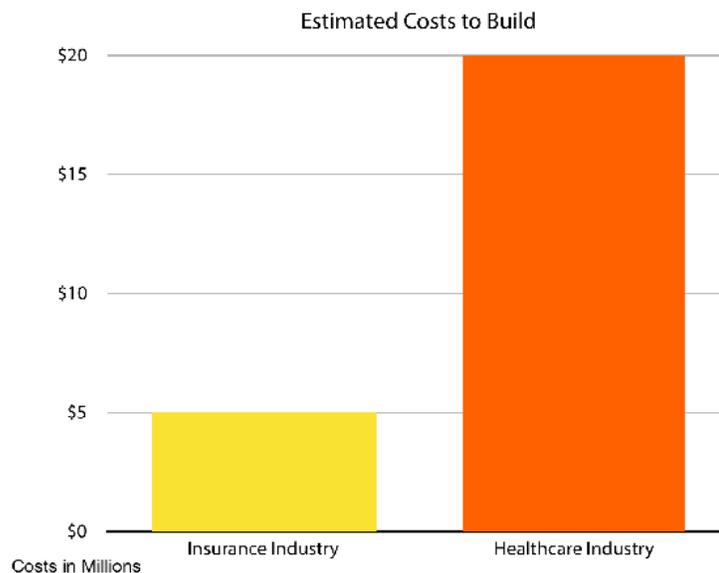
In its report entitled “The Top Emerging Technologies for B2C Marketers,” Forrester Research recommends, “evaluating and implementing technologies that are adjacent to and enhance your current technology stack,” including enterprise preference and consent management.

The report identifies enterprise preference and consent management as “marketing’s most overlooked tool,” explaining that it “builds customers’ trust by providing customers with meaningful marketing choices and some control over how a brand communicates with them.”

Buying Saves Time and Money

As a pioneer in the management of customer zero-party data, including preferences, consents, and insights, PossibleNOW has historically faced little competition from other providers. Instead, engagement discussion with enterprises have focused on cost and expertise comparisons with internal teams. The results have been startlingly clear.

A leading multinational insurance corporation recently quoted an internal zero-party data management platform build at more than \$5 million with a minimum of 18 months to deploy. Meanwhile, a large health benefits and services company estimated data collection and storage at \$20 million. The size and disparity between these estimates highlights the challenges enterprise marketing and technology leaders face. Not knowing exactly how to undertake the initiative, many arrive at a prohibitively expensive conclusion. Moreover, these only refer to baseline functionality and do not include ongoing modifications and cost of ownership. Based on the average estimates for change requests to existing systems, typical costs run between \$500,000 to \$1M and take 6 months to complete.



PossibleNOW is the pioneer and leader in customer consent, preference, and regulatory compliance solutions. We leverage our MyPreferences technology, processes, and services to enable relevant, trusted, and compliant customer interactions. Our platform empowers the collection, centralization, and distribution of customer communication consent and preferences across the enterprise. DNCsolution addresses Do Not Contact regulations such as TCPA, CAN-SPAM and CASL, allowing companies to adhere to DNC requirements, backed by our 100% compliance guarantee.

PossibleNOW's strategic consultants take a holistic approach, leveraging years of experience when creating strategic roadmaps, planning technology deployments, and designing customer interfaces.

PossibleNOW is purpose-built to help large, complex organizations improve customer experiences and loyalty while mitigating compliance risk.

CONTACT

Contact Us

(800) 585-4888 or (770) 255-1020

email | info@possiblenow.com

visit | www.possiblenow.com