

NORDIC DIGITAL CUSTOMER JOURNEY BENCHMARK 2020 – FREEMIUM VERSION

TRUST IN THE DIGITAL CUSTOMER JOURNEY IS IMPORTANT

*1*DigitalTrust

Ensure a trustworthy Digital Customer Journey and thereby increase number of customers and revenue.

BY

Utilising our unique experience combining customer experience and data privacy.

TO

1.

Fast Digital Transformation

2.

Reducing Compliance Risks

3.

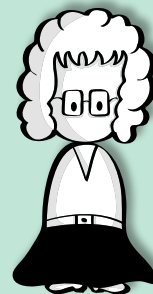
Increased Revenue

Executive mgmt.
wants to launch an
app in 4 weeks



Kylie
Customer Journey/ecommerce manager

I need to update
the privacy policy
on all channels and
countries



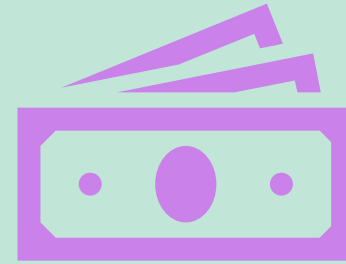
Deborah
Marketing
Campaign Manager

It was easy to register
and transparent on how
data is used. I feel they
are trustworthy



Jennifer
New customer

Did you know that there is a relationship between your privacy policy and your revenue?



25% agrees that they are losing out on revenue opportunities if their customers haven't opted-in to the newest privacy policy version.



How to minimize gap

- Have a mechanism to ensure that opted in privacy policies are valid across your platforms
- Give consumers access to see opted in policies
- Give easy explanation on how personal data is processed

83% finds converting visitors to customers the most important for the digital customer journey

Best way to convert visitors to customers

- 50% finds usability is important
- 42% believes it is important to demonstrate the value of products & services
- 33% says trust in the company is important



How to minimize gap

- Simplify your sign-up, e.g. limit fields needed to create an account, e.g. only email and password
- Only ask information needed for your activities
- Provide access to self-service (personal data and opted in policies)

Best way of converting customers to returning customers

- Demonstrate the benefits of being a returning customer (71%)
- Trust in the company (43%)
- Easy registration to the loyalty program (29%)

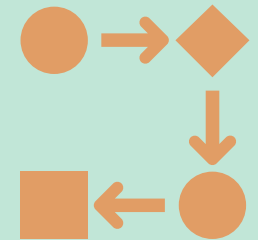
Only **27%** finds personalization important for converting customers to returning customers.



How to minimize gap

- The consumer need to see the benefit of being a returning customers and you can thereby get more information from the consumer as the data exchange is understandable.
- It must be visible for the consumer how their provided data is a benefit for themselves
- Trust is more important than personalization

88% agree that an increase in online signups equals an increase in online revenue.



94% agree that the online registration process and consent management is an important part of the digital customer journey.



How to minimize gap

- Simplify your sign-up, e.g. limit fields needed to create an account, e.g. only email and password
- Request for additional data continuously and explain the value of providing this data

Contact **Troels Lindgård** for a presentation of the full benchmark and inspiration for your Digital Customer Journey within;

1. Fast Digital Transformation

2. Reducing Compliance Risks

3. Increased Revenue

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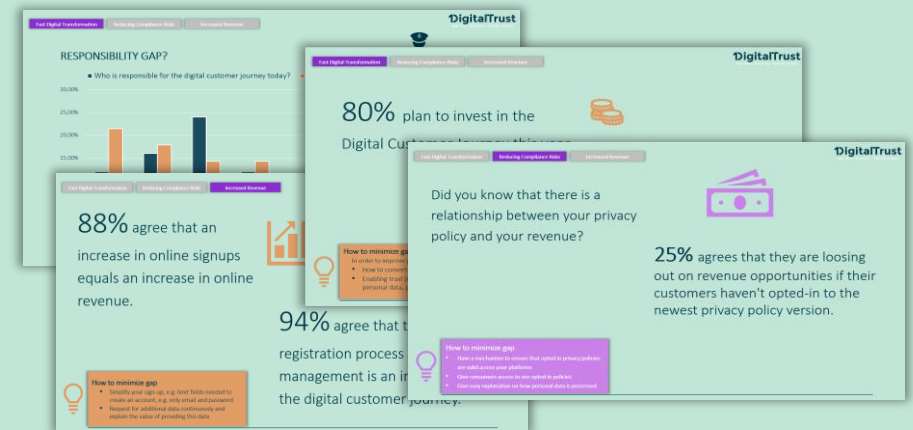
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1DIGITALTRUST

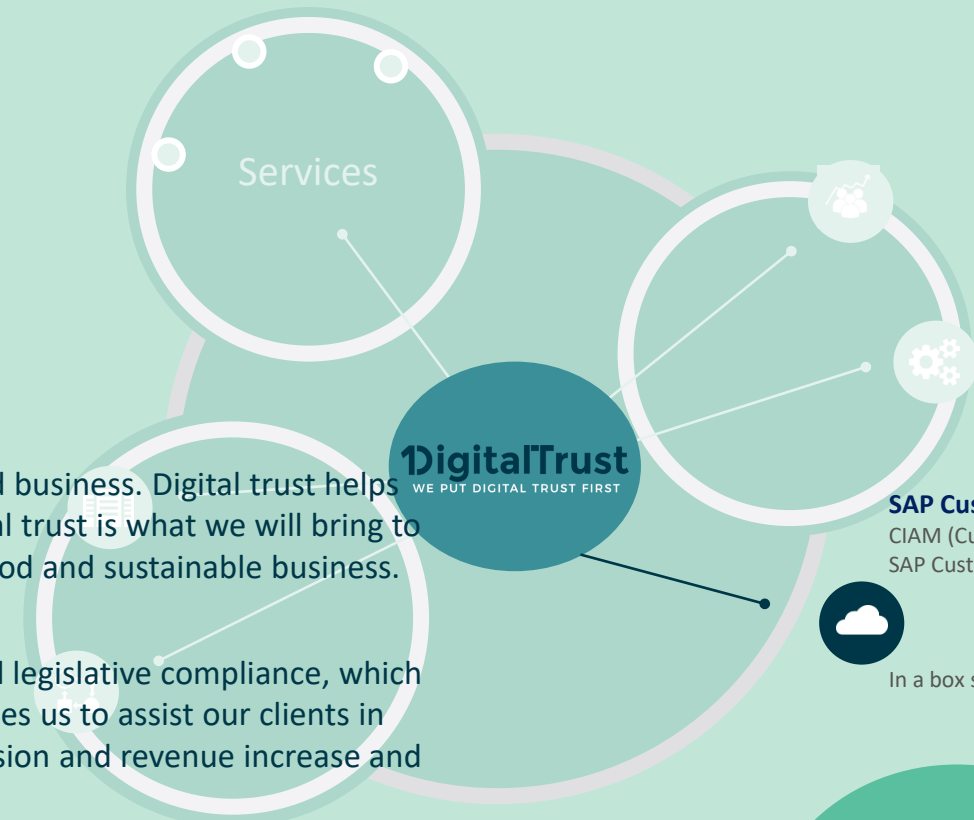
We put Digital Trust first

In **1DigitalTrust** we consider digital trust as a main driver for good business. Digital trust helps companies securing loyal customers, partners and vendors. Digital trust is what we will bring to the Nordic market, assisting our customers and partners to do good and sustainable business.

Our edge and differentiator is our background in data privacy and legislative compliance, which distinguish **1DigitalTrust** in the customer journey area. This enables us to assist our clients in ensuring the best possible customer journey with highest conversion and revenue increase and upholding compliance with data privacy legislation.

We combine our experience in data privacy with customer journey and SAP. Our consultants are certified GDPR consultants and have assisted in clients Retail, Utilities, FMCG, Public and Finance.

In **1DigitalTrust** we are committed to be 100% Co2 neutral from start. As a company we believe that we have a responsibility towards our society, and we must live up to the UN sustainable development goals (SDG) with a special focus on climate. We plant 1 tree pr. billable hour.



- SAP Customer Data Cloud**
- CIAM (Customer Identity & Access Management)
 - SAP Customer Data Cloud Implementation
 - SAP Customer Identity
 - SAP Customer Consent
 - SAP Customer Profile
 - In a box solutions
 - CIAM in a box
 - Consent management in a box





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