SAP® Customer Experience

SAP Product Brief
SAP Customer Data Cloud from Gigya

SAP® Customer Consent
Build Trusted Customer Relationships Based on Transparency and Control
Quick Facts

Summary
When it comes to consumer privacy, global enterprises currently face two significant challenges:
• Widespread consumer mistrust in how companies use, store, and manage their data
• New privacy regulations, such as the European Union’s General Data Protection Regulation (GDPR), that require businesses to give customers more control over their personal data

The SAP® Customer Consent solution enables you to address both challenges by implementing comprehensive customer profile, preference, and consent governance across your organization with minimal time to market.

Solution
With SAP Customer Consent, your enterprise can gain:
• Best-practice workflows to transparently present, collect, and manage customer consent, including terms of service renewals and privacy policy updates
• 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 customer consent records that are synchronized in real time with downstream marketing, sales, and services applications

Objectives
To earn customer trust and loyalty while satisfying the requirements of privacy regulations, your enterprise needs a solution for:
• Delivering relevant, engaging, and trusted experiences to customers on their own terms
• Offering customers control of their profile, preference, and consent data, regardless of the device, channel, or platform they use
• Tracking consent history effectively across the customer lifecycle to comply with GDPR as well as other consumer data protection and privacy laws

Benefits
Through this comprehensive preference and consent management solution, your enterprise can:
• Build trust with your customers by offering more transparency in how you collect and use their personal data
• Centralize consent and preference management across all your brands, properties, and channels, which helps ensure a frictionless experience for customers
• Address evolving requirements of privacy law regulations, including GDPR

Be transparent, gain loyal customers, and protect your business.
How SAP Customer Consent Can Help You

Centrally manage all aspects of your customers’ profiles, preferences, and consent settings throughout their entire lifecycle with your business, from awareness to advocacy and beyond.

PRESENT AND CAPTURE CUSTOMERS’ CONSENT AND PREFERENCES
Implement customizable workflows quickly to present clear requests for consent, including terms of service, privacy policies, cookie consent (e-privacy), marketing communications, or any other permission-based activities. As a result, your customers can understand exactly what data is being collected from them and what it’s used for. In addition, all this captured preference and consent data is stored in a centralized and secure vault that keeps your business prepared for audits.

MAINTAIN ACCURATE RECORDS AND CONSISTENT CONSENT ENFORCEMENT
Our identity sync feature for data extraction, transformation, and loading (ETL) synchronizes customers’ profile and preference settings with downstream applications and services to help ensure that consent is enforced accurately across every channel in your digital solution ecosystem. By collecting, storing, and tracking preference and consent records in a central repository with data synchronized across every downstream technology, your business can continue innovating with agility while addressing data privacy requirements.

AUTOMATE VERSION CONTROL AND STAY AUDIT-READY
Changes to terms and policies automatically trigger requests to renew consent. These time- and date-stamped updates are stored in our audit-ready vault and synchronized across your technology landscape to help keep consent consistent across every brand, channel, and region. Administrators can gain visibility into the complete and accurate history of each customer’s preference and consent settings for auditing purposes.

GIVE CUSTOMERS CONTROL THROUGH A SELF-SERVICE PREFERENCE CENTER
Create intuitive interfaces for devices or platforms that offer your customers the ability to manage all aspects of their relationship with your brands, including their profile information, likes, and interests, as well as channels they are contacted through and marketing communication frequency. This self-service preference center helps your business address specific GDPR requirements such as respecting a customer’s right to withdraw consent for the processing of personal data, to be “forgotten,” to view and download all personal data sets, and to freeze or delete personal accounts.

SAP® Customer Consent

Preference and consent capture
Self-service preference center
Accurate and enforced records
Version control