

TRUST IN THE CUSTOMER JOURNEY IS VERY IMPORTANT

1DigitalTrust

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.

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



Jennifer
New customer

Executive mgmt. wants to launch an app in 4 weeks



Kyle
Customer Journey/
e-commerce manager

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



Deborah
Marketing
Campaign Manager

1.

Increased Revenue

2.

Fast Digital Transformation

3.

Reducing Compliance Risks

FUNCTIONALITY

- Central login across all customer facing applications
- Unified registration for new customers for across all applications.
- Social login – Facebook, Google, etc. for login and registration of new customers.
- Customer self service access to their personal data and accepted consents/privacy policies.

- Multiple standard integrations of new channels into existing customer base and consent management.
- Consents and privacy policies management –
 - Handling these in different languages and versions.
 - Push out new versions or updates easily – Customers are prompted for acceptance with their next login.

- Central overview of accepted consents and privacy policies incl. version and acceptance date.
- Central handling of age gate across all customer facing marketing and eCommerce applications, ensuring that minors are treated according to the local laws.

BENEFITS

- Simplified registration can provide an increase of 10%-40% in signups.
- Social login can increase registration with 5%-10%.
- An increase in trust and transparency can provide an increase of 2%-5% revenue. As customers can get access to and manage their own consents and personal data.

- Ability to fast add new channel with seamless integration to existing architecture within 2-6 weeks.
- Easy to update privacy policies and consents.

- Ability to prompt customers with outdated policies.
- Audit trail of all consents.
- Overview of each customer's accepted consents and policies for all channels and markets.

*The Package is based on
SAP Customer data cloud*

SAP® Qualified
Partner-Packaged Solution

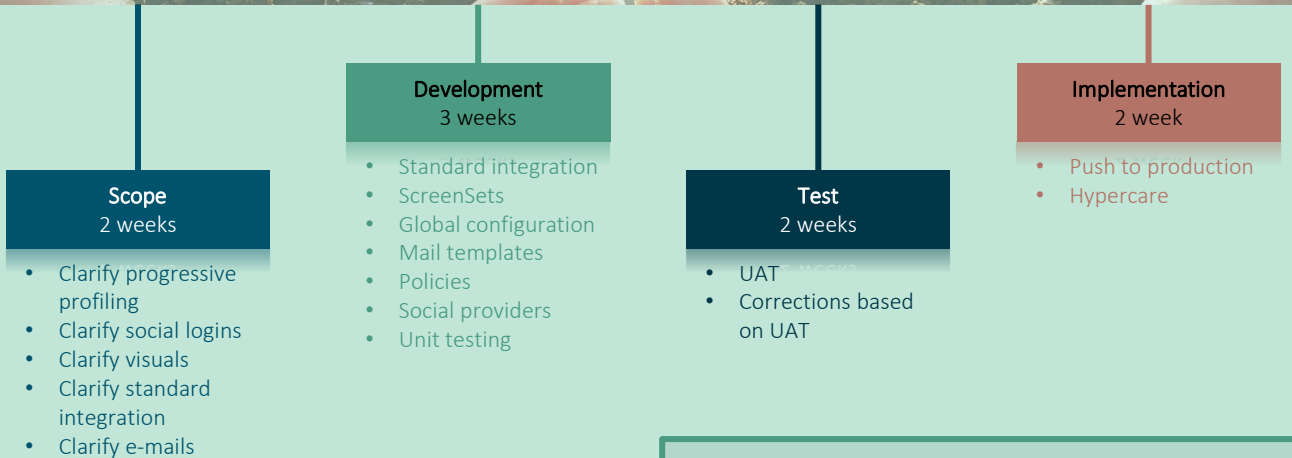
For more information or building a business case free of charge, contact:

Troels Lindgaard, Troels.Lindgaard@1DigitalTrust.com +45 5363 5787

Thomas Bladh, Thomas.Bladh@1DigitalTrust.com + 46 70550 4913

www.1digitaltrust.com

COST AND IMPLEMENTATION TIME



Implementation cost starting from €25.000
License cost is €0,17/customer/year volume discounts apply

1DigitalTrust

WE PUT DIGITAL TRUST FIRST

We put Digital Trust first

In 1DigitalTrust we consider digital trust as a main driver for good business. Digital Trust helps companies building 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.

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.

Our edge and differentiator is our background in data privacy, 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 being data privacy compliant.

In 1DigitalTrust we are also 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.



For more information or building a business case free of charge, contact:

Troels Lindgaard, Troels.Lindgaard@1DigitalTrust.com +45 5363 5787

Thomas Bladh, Thomas.Bladh@1DigitalTrust.com + 46 70550 4913

www.1digitaltrust.com