Customer Loyalty, Privacy & Data Governance

Different perspectives provide a 360-degree view of customer experience and trust.

Customer Loyalty Perspectives

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ANNEX CLOUD
Loyalty Experience Solution

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Customer Loyalty Today and Tomorrow

What is the goal of "customer loyalty" today?

How do programs deliver value to businesses and to customers?

What data do programs leverage (and why)?

How do you think of "trust" and what is its importance to programs?

Legal & Privacy Compliance Issues

How does the law protect customer data – e.g., buying behavior?

What is the impact of misrepresenting how customer data is collected?

What evolving laws increase programmatic risk – e.g., CCPA and "financial incentives"?

Do privacy enhancing technologies eliminate legal risk?

Data Governance Enablement

How does data governance affect customer trust?

How does data governance affect customer loyalty programs?

How does data governance enable business context for data and why is this important – e.g., Bill of "Rights"?

What are some best practices for establishing data value – e.g., for CCPA compliance?

Final Thoughts

What are the top three things to think about from a customer loyalty perspective?

From a legal perspective?

From a data governance perspective?