

# Customer data driven digital transformation.

*Issue 1 of the “bite-size” series*

## New frontier in customer Engagement

Businesses live or die by the degree to which they create value for their customers. The pursuit of which spawned CRM systems in the 1980's, card-based loyalty schemes in the 1990's, and personalised digital experiences in the 2000's. Customer engagement is evolving from broadcasting to the customer, to collaborating with the customer. In essence, the customer is shifting from being the target of an enterprise's business processes to become part of them in a way that is far deeper and dynamic than today.


## Drivers of change

Four drivers of change are accelerating this shift. Firstly, consumer expectations and zeitgeist are changing to demand transparent and ethical use of their data by the companies who serve them.

Secondly, consumer adoption of digital technology and services are creating broader, richer sources of data. Thirdly, regulations are giving consumers the right and the mechanisms to access and share their data. Finally the enablers for consent-based data sharing have matured to market readiness. Each of these incrementally drives towards Personal Data Mobility, giving the customer agency over their data in a way that is safe, easy and supports value creation.

## Business Impact

Creating these deeper more engaged customer relationships pivots on building trust and creating propositions in which its clear to the customer the benefits they gain from sharing their data.



The consequences for business are profound. By accessing cross-sectorial data, businesses can:

- Be first to identify their customers needs by understanding their life's context
- Create hyper-personalised customer digital experiences/Journeys
- Automate many business processes and reduce costs & simplify UX
- Access verified data attributes reducing fraud and risk

Data mobility enables ambitious businesses to unlock sustained growth in shareholder value, underpinned by brand trust, customer loyalty and relevance to the customer's lives.

## About Ctrl-Shift

Ctrl-Shift is a business strategy and innovation consultancy, specializing in building the strategic enterprise value underpinned by the trusted use of personal data. We help enterprises develop strategies and deliver services which leverage personal data mobility to create a sustainable competitive advantage.

The Ctrl-Shift team combines strategists, innovators and Personal Data Mobility subject matter experts to support clients on transformational journeys to become data driven businesses who are trusted by their customers. With a knowledge base built over the last 11 years working with organisations such as Facebook, BBC, Suncorp, Barclays, Verizon and Sainsburys, Ctrl-Shift is uniquely positioned to help enterprises adapt to, and prosper in, the Fourth Industrial Revolution.

If you'd like to explore these topics through an exploratory discussion with Ctrl-Shift we'd be delighted to hear from you by emailing us at:

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## About this series

Over the coming months Ctrl-Shift will release a series of "bite-size" briefs on data-mobility, why and how it will transform enterprise's B2C strategy. If you'd like to be removed from the distribution list, please let us know by emailing:

[info@ctrl-shift.co.uk](mailto:info@ctrl-shift.co.uk)

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