



5 Benefits of GDPR

1. Build Customer Credibility & Trust

Setting and managing expectations is important across all business communications and interactions and key to securing customer engagement, satisfaction and retention.

The new level of 'explicit consent' will give you access to a better understanding of how your customers wish to engage with your business and the topics of interest. Levels of intent can be determined to help you deliver the most appropriate forms of communications and interactions at the right time and stage of their customer journey.

This together with the required levels of data use and management transparency can deliver improved customer experience and help build and strengthen credibility and trust.

2. Gain Competitor Advantage

If you are supplier handling personal data under the terms of your client contracts, compliance could be a make-or-break factor in securing business in the future. Both parties shoulder compliance responsibility and either or both could be liable to pay compensation or fines.

Business are extending scrutiny of data practices to all third-parties processing data on their behalf. This is leading to thousands of contracts being rewritten to incorporate GDPR compliance.

Business must raise their game if they are to meet what will soon become a standard contractual requirement. GDPR offers a real opportunity to get ahead of the game and ahead of your key competitors.

3. Improve Processes & Efficiency

A major element of working towards GDPR compliance is to undertake a comprehensive data audit. This will entail an internal review of all business functions, policies, processes and documentation related to identifying all personal data captured stored and used for prospects, customers, suppliers, partners and employees.

This review can help identify areas of inefficiency, gaps, improvements and new ideas. You'll likely uncover more efficient ways of doing things. A fresh approach, improved processes and the requirement to educate all employees on GDPR compliance will help encourage more collaboration between business units and deliver better all-round experience.



4. Upgrade Solutions and Security

GDPR calls for “technical and organisational measures” to be implemented, putting focus on your business solutions and data security.

The adoption of a properly configured CRM will certainly deliver on these counts, offering the ability to create and manage a central data register, allow you to automate processing rules to manage preferences and opt-outs; and integrate with your email and other business solutions. Such levels of sophistication will prove almost impossible using other tools such as Excel spreadsheets.

Data storage practices will need to be reviewed, internally for data stored on your pcs, laptops, own servers and other filing systems as well as externally for any Software-as-a-Service solutions you have implemented.

Your SaaS providers who handle your customer data - including CRM – will need to provide assurances about their data centres and that they are holding your data to strict GDPR-compliant standards especially if any data is held outside of the EU. GDPR will deliver improved data management practices, security and peace of mind.



5. Data - Quality not Quantity

Obtaining renewed consent – or ‘re-permissioning’ from existing contacts as well as clarifying your data storage criteria and polices can be an opportunity to cleanse your customer data. Quality instead of quantity.

Data accuracy will allow you to derive better insights, segment and tailor your communications and deliver more effective and relevant engagements. Data driven decisions will help improve and optimise all areas of your business from marketing to sales to customer service.